

Ambrosia Ritual AM: Low-Carb Coffee Creamer by Marc Lobliner and Friends

written by Mike Roberto | June 21, 2017



Ambrosia is a cleaner, “better” alternative to Bulletproof Coffee developed by Ambrosia.

Ambrosia is the brainchild of fitness celebrities *Marc Lobliner*, *Sean Torbati*, and *Mike Rashid*. The trio of friends formed a collective to design supplements that were truly innovative and made to enhance the quality of life for individuals, not just their athletic performance. Ambrosia was the result.

Since its debut, the brand has released a few products to market, with overwhelmingly positive reviews. With the explosion of ultra low-carb specific supplements lately, their latest product caught our eye.

Ritual AM is the answer to *Bulletproof Coffee*, and the perfect way to start the day for any brain-hacking individual out there. That is, if you’re a very low-carb dieter, in our opinions.

We’ve got more info ahead, but first, take a moment to check the best deal and sign up for alerts from PricePLOW:

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Ritual AM Ingredients

Ritual AM includes several cutting edge ingredients to fuel brain function, athletic performance, and muscle growth. You've probably not seen many of these ingredients before, so let's see what's in store!

- **MCT Oil Powder (5,700mg)**

Supplement Facts		
Serving Size: One Scoop (24.7g)		
Servings Per Container: 30		
	Amount Per Serving	%DV*
Calories	129	
Total Fat	4.5 g	9%*
Saturated Fat	3 g	15%*
Trans Fat	0 g	**
Cholesterol	2 mg	1%*
Sodium	10 mg	1%*
Total Carbohydrate	6 g	2%*
Dietary Fiber	1 g	2%*
Total Sugars	0 g	**
Protein	3 g	6%*
Calcium	12 mg	1%*
Magnesium	3 mg	1%*
Chromium (as Chromium Helidinate, Chromium Picolinate)	1 mg	2,857%*
Potassium	161 mg	3%*
MCT Oil Powder	5,700 mg	**
Clean Cream™ (plant based natural creamer)	4,200 mg	**
Calcium Beta-Hydroxybutyrate (as goBHB™)	2,000 mg	**
Magnesium Beta-Hydroxybutyrate (as goBHB™)	2,000 mg	**
Sodium Beta-Hydroxybutyrate (as goBHB™)	2,000 mg	**
Velositol™ (amylopectin chromium complex)	2,000 mg	**

*Percent daily values are based on a 2,000 calorie diet.
**Percent daily value not established

Ritual AM provides everything your brain and body need to function at peak output first thing in the morning.

Medium-Chain Triglyceride (MCT) oil is present in dairy products, palm oil, and coconut oil, most notably. However, it's usually coupled with a ton of other regular saturated fats, so it's extracted to be used for avoid the regular saturated fats, and take advantage of the energy-boosting, appetite-suppressing qualities of MCT oil.[1]

While it's commonly found in liquid supplemental forms, a growing number of powder-based supplements have begun incorporating it into their formulas as a healthy fat and to take advantage of the growing name recognition MCT oil has. Additionally, MCT oil is easily digested, and provides a readily accessible source of energy for the body (some even say it's utilized more like a carb than a fat!), giving you the fuel to get going first thing in the morning.[2]

- **Clean Cream (4,200mg)**

The typical cup of coffee is loaded with cream and sugar, two things that add unnecessary carbs, calories, and fat to coffee, that don't really add much aside from flavor. Clean Cream is Ambrosia's answer to the common powder or dairy-based creamer.

Clean Cream is a plant-based creamer alternative consisting of High Oleic Sunflower Oil, Acacia Gum, Brown Rice Syrup, Natural Flavors, Sunflower Lecithin, Silicon Dioxide, and D Alpha Tocopherols, a.k.a. Vitamin E. It's included to impart the same delicious, palate-pleasing qualities of coffee shop creamers, without the garbage.

- **goBHB (6,000mg)**



goBHB are a trio of salts popping up as the "magic" ingredient in many keto supplements, and Ambrosia has included it as part of their Ritual AM formula to provide a ready source of energy for those looking to hasten their trip into ketosis. goBHB contains:

- Calcium Beta-Hydroxybutyrate: 2,000mg
- Sodium Beta-Hydroxybutyrate: 2,000mg
- Magnesium Beta-Hydroxybutyrate: 2,000mg

According to Compound Solutions, developers of goBHB, consuming these salts will shift your body from its typically carb-burning state into a ketogenic state. While you could just go about ditching carbs altogether to induce

ketosis, that can take up to 72 hours to do properly, the advantage of goBHB is that it should get you there within a few hours or so. Plus, these salts should also help prevent you from jumping out of ketosis should you happen to have too many carbs by accident one day.

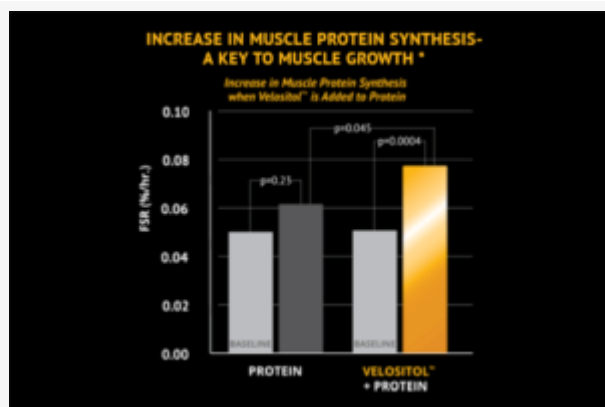
But this is *really* for keto dieters or carb-depleted individuals

Now here's where we'll stir some controversy up. We don't think that it's worth spending money on BHB if you've already got plenty of carbs in your system. Reason being, your body will simply prefer to use carbs before it touches any of these exogenous ketones!

However, if you're a keto dieter, transitioning to keto, or are simply in a very low-carb / fasted state and won't be getting carbs in anytime soon, they will have a profound effect.

Otherwise, this is going to be a lot of money wasted, in our opinions. So this product is mostly for the keto crowd and maybe those following the Atkins or Paleo Diet. But if you're a regular bro blasting down 200g carbs every day with oatmeal at breakfast and such, these BHB salts will most likely literally just end up in the toilet.

- **Velositol (2,000mg)**



Clinical research shows Velositol effectively doubles the power of protein when the two are consumed together. Image courtesy Nutrition21.

Velositol is another cutting-edge ingredient included in Ritual AM, except this one is included to enhance muscle growth by working with protein to increase muscle protein synthesis. Pioneered by *Nutrition21*, Velositol is a patented complex of amylopectin and chromium clinically proven to work in a single dose.

A randomized, double-blind, single-dose, crossover study was performed by a coalition of researchers from the University of Arkansas and The Center for

Applied Health Sciences to investigate the effects of a single dose of Velositol with 6 grams of protein or 6 grams of protein alone.[3] Following the completion of an exercise regimen consisting of 8 sets of leg extensions performed with 80% of subjects' 1-rep max, participants had their muscles biopsied to measure muscle protein synthesis over an 8 hour time frame. Researchers found that the single dose of Velositol along with a dose of protein resulted in 2x the amount of muscle protein synthesis versus whey protein alone![3]

Expect to hear a lot more about this stuff soon – we know of some protein powders that are adding it as well. We'll see how it works on a *large* scale at that time!

Will this affect Keto levels?

Looks like Mike has another supplement to add to his Keto Supplements experiment. We can now tell you that the BHB Salts in Giant Sports Giant Keto made a dramatic shift in Mike's blood ketone levels – even after eating 75g carbs!

We'll be doing blood work with Ambrosia as well to see if 6g BHB Salts is enough to move the needle! You'll definitely want to subscribe to our YouTube channel to see it soon!

• Whey Protein Isolate (3.3g)

To go along with the protein power boosting ability of Velositol, Ambrosia has included 3.3g of non-GMO whey protein isolate. WPI is an incredibly pure form of whey protein that contains virtually no carbs, lactose or fats, and at least 90% protein. If you're looking for the best quality whey to get, it doesn't get much better than WPI.

We love using just a dash of whey isolate with coffee – but if you're in keto mode, *too* much can spike insulin and possibly drop ketone levels. 3.3g is definitely not enough to do that, so this is a great inclusion.

On the Formula

We reached out to *The Machine* himself for some insight into the design and purpose of Ritual AM, and here's what he had to say:

"We wanted the perfect formula to awaken both body and mind. Something that would engage different energy systems, awaken the muscle building and fat burning processes in the body"

and double the power of the protein you eat in the form of a delicious coffee beverage with a taste you'd normally need a barista to experience. After months of R&D, Ritual A.M. was perfected and it will revolutionize the way people start their day!"

– Marc Lobliner

"It's time to forget BUTTER coffee, Ritual-AM makes BETTER coffee"

– Sean Torbati

That we can agree with!

Macros



Here's how Ambrosia Co-Founder Marc Lobliner starts his morning *ritual*.

Each serving of Ritual AM weighs in at a beefy 24.7g per serving and contains the following macros:

- **Calories:** 130
- **Protein:** 3g
- **Carbs:** 6g (1g fiber, 0g sugar)
 - This makes it **5g net carbs**

- **Fats:** 4.5g (3g saturated)

So this really depends on how low-carb you are. 5g net carbs could be quite a bit for those who are going after ultra low-carb, therapeutic ketosis. Do you want to spend 20% of your carbs on a supplement? Maybe, maybe not, but it'd probably be best to get them from fruits and vegetables first. But if you can handle 50g net carbs and stay in ketosis, then this is only 10% of that, not a big deal!

Flavors Available

As a friendly heads-up, you'd probably be wise to get the Italian Creme Coffee, since the Orange flavor may have been one of the worst-tasting supplements we've tried in the modern era.

Takeaway

With a name as savvy as Ritual AM, it's no surprise the brand is targeting those biohackers who like to start their day with a Bulletproof Coffee, or those that just like to put butter in their coffee, but don't go the full Bulletproof route. The upside to Ritual AM, is that it uses not only healthy fats, but a number of other ingredients to muscle building and fat burning.

Plus, by all accounts, it should taste as good, if not better, than what your local barista can prepare for you, but with A LOT more benefits.

Our only concern is that those BHB salts aren't really going to do much unless you're in ketosis already – or transitioning into it. If you take this with carbs, your body will simply prefer the carbs more and you've thrown away the key part of the product.

But we'll find out about all that for sure, as Mike continues his keto supplement experiment and will now include these too.

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THIS ISN'T JUST COFFEE, THIS IS YOUR RITUAL.
Adding Ritual™ into your morning coffee or even mixing on its own is the Ambrosia Biohack to make every morning perfect. With this one simple addition, you can turn your coffee or even water into an unbelievably delicious, gourmet beverage - with the power to supercharge your mind and body utilizing the nutrients it craves in just seconds!

Ritual™ uses proven goBHB® and MCT's + Clean Cream™ in the perfect ratio to feed your brain the healthy fat and ketones it needs for optimal performance, increased oxygen utilization, a reduction in protein catabolism and improved protein synthesis. Combine this with a full clinical dose of Velositol™ and Ritual continues to work throughout the day to provide greater amino acid uptake into muscle by **DOUBLING** the power of protein and muscle protein synthesis (MPS)!

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WARNING: This product is only intended to be consumed by healthy adults 18 years of age or older. Pregnancy or nursing women should not use this product. Consult with your health care provider before using this product, especially if you are taking any medication. Use the caution statement: dietary supplement product or if you have any pre-existing medical condition, including but not limited to, high or low blood pressure, central nervous system disease, liver disease, or chronic kidney disease. Avoid alcohol consumption, grapefruit juice, and other substances that may interact with this product. If you are taking a blood thinning or any other medication, including but not limited to, aspirin or any other compound with anticoagulant activity.

Ritual AM
MORNING BIOHACKING THEOREM™
ITALIAN CREME COFFEE FLAVOR
DIETARY SUPPLEMENT NET WT. 743g / 1.646lbs

Supplement Facts
Serving Size: One Scoop (28g)
Contains 10 Containers (30)

	Amount Per Serving	% Daily Value*
gobHB	100	100%
1,3-BD	1.0g	100%
MCTs	1.0g	100%
Velositol	1.0g	100%
Clean Cream	1.0g	100%
Other Ingredients: Inulin, Cream, Sugar, Stevia, Natural Flavors, Natural Sweeteners, Natural Cream, Natural Vanilla, Natural Coffee, Natural MCTs, Natural Cream, Stevia, Sugar		

SUGGESTED USE:
"Optimize your mind and body. Never wake your body. Ritual™." Mix Ritual™ into your morning coffee or mix into water or milk. Add 1-2 scoops into your morning and throughout the day.

NOTE: If you already consume or add creatine to your coffee, Ritual™ will most likely increase your strength. We recommend adding "Ritual™" to milk coffee first to speed your creatine uptake in your other supplements. It is absolutely delicious!

VELOSITOL
CLEAN CREAM

References

1. Clegg, M; *Food Sciences and Nutrition; Medium-chain triglycerides are advantageous in promoting weight loss although not beneficial to exercise performance; November 2010*
2. St-Onge M-P, Jones PJH. *Physiological effects of medium-chain triglycerides: potential agents in the prevention of obesity. J Nutr. 2002;132(3):329-332.*
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3. Ziegenfuss T, Lopez H, Kedia A, et al. *Novel Chromium/Amylopectin Complex Increases Muscle Protein Synthesis When Combined with a Suboptimal Dose of Whey Protein.*
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