

AP Prime Bites Blueberry Cobbler & Birthday Cake Protein Brownies Arrive!

written by Mike Roberto | July 1, 2022

If you asked us about *one* functional food that's taken the entire fitness world by storm this year, the answer is simple: **AP PrimeBites Protein Brownies**. And it's not even close.



The rumors are true – the protein brownies that have taken over the entire industry – AP PrimeBites – are coming in hot with **Birthday Cake Blondie** and **Blueberry Cobbler** flavors!

These delicious protein-boosted delicacies from *Alpha Prime Supps* seemingly came out of *nowhere*, but can now be found nearly *everywhere*, from gyms to specialty retailers to convenience stores and beyond. And with the latest flavor expansion announced mid-June of 2022, we expect them to go even further:

AP PrimeBites coming in *Blueberry Cobbler* and *Birthday Cake Blondie* with a *giveaway* open now!

Alpha Prime promised something big this year, and given our beta testing earlier this year, we know it's true: **PrimeBites** are coming in *Blueberry Cobbler* and *Birthday Cake Blondie* flavors!

They've got a **giveaway** sign-up link for the protein brownie faithful so that you can get them *as soon* as they're available. Let's cut to that sign up link, show the other flavors available right now, see our beta test video, and then quickly check out the label:

AP Regimen Prime Bites Protein Brownie – Deals and Price Drop Alerts

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AP Prime Bites Ingredients

There are a lot of ingredients in AP Prime Bites, and some of them won't have much nutritional impact one way or the other (as is usually the case with food). In this article, we'll highlight a few that are likely to be of significant benefit – but understand that there will be a few different ingredients for different flavors:

- **Protein Blend**

CHOCOLATE COOKIE MONSTER

Nutrition Facts Servings: 1, Serv. Size: 1 Brownie (65g),
Amount Per Serving: **Calories 190**, Total Fat 7g (11% DV), Sat. Fat 2g (10% DV),
Trans Fat 0g, **Cholest.** 43mg (14% DV), Sodium 213mg (10%), **Total Carb.** 25g (8% DV), Fiber
4g (16% DV), Total Sugars 7g (Incl. 5g Added Sugars, 10% DV), Sugar Alcohol 10g, **Protein** 18g,
Vit. D (0% DV), Calcium (8% DV), Iron (11% DV), Pops. (8% DV)

INGREDIENTS: Protein Blend (Collagen Hydrolysate, Whey Protein Concentrate, Whey Protein Isolate),
Vegetable Oil Blend, Egg, Erythritol, Monk Fruit Extract, Brown Sugar, Dress, Flour Blend (Almond Flour,
Coconut Flour), Sugar Free Chocolate Chips (Unsweetened Chocolate, Erythritol, Cocoa Butter, Stevia Extract,
Sunflower Lecithin), Almond Milk, Cocoa Powder, Vanilla Flavor, Potassium Sorbate, Chocolate Color, Cookie
Dough Flavor, Salt, Baking Powder

ALLERGEN WARNING: Contains milk, eggs, almonds, and coconut. Produced in a facility that also
processes dairy, eggs, fish, shellfish, tree nuts, peanuts, wheat or soy.
STORE AT 55F-75F. PROTECT FROM HEAT, LIGHT & MOISTURE. DO NOT PURCHASE IF SEAL IS BROKEN.

MADE IN THE USA

AP Prime Bites Chocolate Cookie Monster
Ingredients – other labels will differ a bit!

Our body needs many different amino acids to function properly. Moreover, we must take in these aminos in the *correct ratios*. Here, Alpha Prime Supps uses

a blend of several protein types in order to achieve a good amino balance.

- **Collagen Hydrolysate**

In addition to *water*, skin is made up of about 80% collagen. This protein forms the *structural backbone* of your skin, as well as some other bodily tissues. It's the *extracellular matrix*, [1] akin to a type of *glue*, that holds your body together.

Collagen contains a *triple helix* molecule structure consisting of the amino acids *glycine*, *proline*, and *hydroxyproline*, which account for about 57% of all the amino acids in collagen. Your skin owes its flexibility and elasticity to the triple helix molecules. They bond to each other easily and fold effortlessly at the structural level without breaking those bonds. [1,2]

While the modern diet consists mostly of *muscle* meats, collagen is actually the most abundant type of protein in mammals. [3] And given humanity's *nose-to-tail* carnivorous past, our metabolic intakes are probably calibrated for a higher collagen intake than what we get in modern diet.



Not just birthday cake, but Birthday Cake
Blondie

In fact, a deficiency in *glycine*, one of the main amino constituents of collagen, has been identified as a risk factor for *metabolic derangement* and obesity. [4]

We theorize that the absence of collagenous cuts of meat in the modern diet makes supplementation with collagen a very good thing to consider, especially if you're not eating a lot of meat off the bone, skin, marrow, or other dietary soft tissue.

In modern research, collagen supplementation has been shown to:

- Enhance joint and connective tissue health[5,6]
- Improve hair, skin and nails texture, strength, and durability[7,8]
- Improve cardiovascular health[9]

• **Whey Protein Blend Whey Concentrate *and* Isolate**

Whey protein has been the supplemental protein of choice among consumers and manufacturers alike for several decades.

One big reason is that the specific amino acids contained in whey are extremely bioavailable,[10] much more so than plant-sourced protein.[11] Whey is fast-acting and *highly insulinogenic*, which during recovery from exercise is actually a *good* thing. Whey is also extremely high in *essential amino acids*, i.e. the amino acids that your body isn't capable of synthesizing from precursors, which means you must obtain them in their *whole* form from food.[11]



New in late June 2022: Blueberry Cobbler

Research on whey consistently finds that even in the context of a nutrient-dense, high-protein diet, supplementation can increase strength

and muscle gains.[12-15]

Concentrate vs. Isolate

You may have noticed that AP Prime Bites contain *both* whey concentrate *and* whey isolate. The difference between these two forms of the protein simply has to do with the extent of filtration, and thus the purity of the whey. *Isolate* is pure whey, whereas *concentrate* ranges from 25 to 89 percent protein, with the rest of it consisting of carbs and fats from the milk used to source the whey.

Using whey concentrate isn't inherently a bad thing, as the carbs and fats in milk have benefits of their own. But people who are sensitive to milk and dairy should be aware of the difference, as whey concentrate may cause GI issues in these individuals.

- **Egg**

AP Prime Bites also contain *whole egg*, which is great from the perspective of micronutrient content.

For one thing, eggs are high in **choline**, an essential nutrient, meaning that although it is required for optimal health, your body can't make it and must obtain it from food.

Choline's main role is as a building block for *cellular membranes*, the spherical outer layers made of *phospholipids* that enclose the contents of every one of your body's cells.[16]



The popular *Chocolate Fudge* Prime Bites label

Choline is also a precursor to *acetylcholine*, a neurotransmitter with profound effects on learning and memory.[17] A rise in acetylcholine levels improves a wide range of cognitive functions, including *physical* skills like balance and coordination.[18,19]

Choline deficiency is something you definitely want to avoid, as it can lead to cognitive dysfunction, organ damage, muscle wasting, and non-alcoholic fatty liver disease (NAFLD), a syndrome that's associated with the onset of diabetes.[20]

Eggs are also high in *folate*,[21] an essential vitamin that positively affects your body's amino acid balance by regulating *homocysteine* blood levels.[22]

And of course, eggs are a great source of protein in themselves.

- **Sweeteners: Erythritol, Monk Fruit Extract, and Brown Sugar**

All of the bars have a trifecta of sweeteners, and we can use the nutrition facts to learn how much of each we have.

The primary sweetener is **erythritol**, a sugar alcohol with 60–80% the sweetness of sucrose, yet is mostly non-metabolized and excreted unmodified without altering blood glucose and insulin levels.[23] It's also known to improve mouthfeel.[23] Compared to other sugar alcohols, it has a *far* better effect on the GI tract.[24] Lesser-known, erythritol is also an excellent antioxidant.[25] Depending on the flavor, you'll see about 8-11 grams of added sugar alcohols in Prime Bites.



You can also try the *Variety Pack*, which currently comes with the first four flavors

Monk fruit extract is another well-dosed sweetener in AP Prime Bites. The sweet taste comes from *mogrosides*, which is a special kind of sugar because it's not absorbed systemically after digestion,[26] meaning that it has no effect on your caloric intake or blood glucose levels.

Unlike most zero-calorie sweeteners, monk fruit has some potentially beneficial nutritional properties. For example, mogrosides have been shown to significantly reduce inflammation by downregulating a number of pro-inflammatory genes, including cyclooxygenase 2 (COX 2), the same gene that is inhibited by non-steroidal anti-inflammatory drugs (NSAIDs), like aspirin and ibuprofen.[27]

Although researchers have speculated that some artificial sweeteners could adversely affect body composition by causing insulin overproduction,[28] mogrosides appear to actually inhibit the growth and differentiation of fat cells.[29]

Finally, we have **brown sugar**, which is the primary source of the 5 grams of added sugars in Prime Bites.

• The Flour Blend

You can't just have sweeteners – a brownie needs *flour* to thicken it up. This is what makes Prime Bites so popular – it's not a protein bar with tons of slimy glycerine or fake fiber syrup. The blend includes both **almond flour** and **coconut flour**, two gluten-free flours that bring the carbs *without* the GI upset.



This rounds out our total carbohydrate load to anywhere from *20 to 26 grams of carbs*, depending on the flavor you choose. For instance, *Chocolate Peanut Butter Cup* uses more *peanut flour* (a source of fat), requiring less of this flour blend and thus having fewer carbs. On the other hand, *Cookies and Cream Blondie* has more carbs, and we can attribute this to its white chocolate chips.

On the note of chocolate chips, they're worth exploring in one of the flavors:

- **Sugar-Free Chocolate Chips**

In the *Chocolate Cookie Monster* variation, we of course have sugar-free chocolate chips! Chocolate is high in *stearic acid*, a type of saturated fat with a number of health benefits. Perhaps the most interesting thing about stearic acid is its ability to induce *mitochondrial fusion*, a process by which your mitochondria *fuse* together and basically cooperate to produce energy for your cells in the form of *adenosine triphosphate* (ATP).[30]

Besides improving general mitochondrial function,[30] mitochondrial fusion has been shown to be necessary for *steroid biosynthesis*,[31] the process by which your body produces sex hormones like *testosterone*, *DHEA*, and *estrogen* from cholesterol.

One study found that *19 grams* of daily stearic acid consumption significantly improved markers of cardiovascular health in humans.[32]



It doesn't need to be your birthday to be able to celebrate!

For context, 19 grams of stearic acid is about what you'd get from 800 calories of 70% dark chocolate – a pretty large serving, but by no means unattainable. And every little bit helps.

• Other ingredients

- To soften the texture, Prime Bites use a *vegetable oil blend* combined with *eggs*, the latter of which may actually be one of the secret weapons, since we rarely see them in protein bars or high-protein brownies. This leaves us with a *mostly unsaturated* fat profile – for instance, the Chocolate Cookie Monster macros sport 7 grams of fat, 2 of which are saturated.
- To round out the formula, *almond milk*, *salt*, *baking powder*, and additional flavors are used. Every brownie needs a type of milk to soften it up a bit more, and using almond milk improves shelf life where regular milk can't be used in packaged snacks.

All Flavors Available



Over time, we expect more flavors to be released – the list below will keep an up-to-date listing:

Get in on the Prime Bites Brownie revolution!

Once again, sign up for the giveaway below and get ready for the newest flavors of the product that's aggressively taking over the shelves. This article will be updated with full label details when they're released:

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