

BEAM Whey Fruity Cereal Has Some “Tricks” Up Its Sleeve

written by Mike Roberto | March 1, 2022

It’s been far too long since we’ve covered **BEAM** on the PricePLOW Blog. The brand run by Michael Yewdell strives to help you *Be Amazing*. You can learn about BEAM’s launch from Episode #030 of the PricePLOW Podcast with Michael, who battled insane amounts of adversity to make it where he is today.



Shortly after that podcast in spring of 2020, we introduced you to *BEAM Whey*, a pure whey protein isolate to fuel both recovery and conquer cravings. Now they’re back with another flavor, and it’s *their* take on the *fruity cereal craze* that’s rolled through the industry:

BEAM Whey Fruity Cereal: Not just for kids!

BEAM Whey Fruity Cereal is a whey protein isolate meant to take you back to those childhood memories of *fruity cereal flavors* – the only question is, *which one?*

The answer is below, but if you watch our review below, it’s the one that’s *for kids* – although BEAM Whey can be enjoyed by nearly anyone!

We get into it after showing some coupon-based prices and our PricePLOW alert sign-ups, because next we’re covering *Recovery Aminos*:

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Fruit Cereal Whey – But *Which* Fruity Cereal?!



If you haven't watched the review above, BEAM's Fruity Cereal Whey has a very pleasant, sweet smell. And *immediately* upon tasting it, we got the picture-perfect taste of *Trix Cereal* – despite the “cereal rings” you may see in some of the brand's imagery. Trix is the American classic cereal made by General Mills – and while BEAM has no relationship with them and did not use them in any branding, this was the flavor that came through the most for us.

Known for its “Orangey Orange”, “Lemony Yellow”, “Grapity Purple”, “Raspberry Red”, and “Lime Green” flavors, Trix one has a bit more citrus power to it, and that's what we tasted with BEAM. Your opinions, of course, may vary!

BEAM Whey Protein Fruity Cereal Macros

The image to the right shows the ingredients and macros provided in a 32 gram scoop:



- **Calories: 120**
- **Protein: 25g**
- **Fat: 0.5g**
- **Carbohydrates: 3g**
 - **Sugars: 1g (0g added)**

This is actually slightly *cleaner* than some of the other flavors, as fruity cereal flavors generally have one or fewer grams of carbohydrates than chocolate flavors, for instance.

There's also 125mg calcium (10% DV), 25mg magnesium (6% DV), and 160mg potassium (3% DV). The ingredients are what drive this, and a few of them stand out from the competition:

BEAM Whey Ingredients

Our main article titled *BEAM Whey Protein Fuels Recovery and Conquers Cravings* goes into greater detail, but below is a list of the major ingredients at play:

Whey Protein Isolate

Whey protein isolate (WPI) is a highly-filtered form of whey protein that's roughly 90% protein by weight – with most of the carbohydrates (lactose), fats, and various impurities filtered (or isolated) away. This leads to lower-lactose content and is best for low-carb dieters and/or those who are lactose sensitive.

- **Natural and Artificial Flavors and Gum Blend**

This flavor system's a winner. Worth noting that there's a *triple* gum blend of **guar gum**, **gum acacia**, and **xanthan gum**. This really helps the texture become just as great as the flavor system – and it's higher up on the label as well.

- **Aquamin**



An ingredient we don't often see in protein powders, **Aquamin** is a multi-mineral complex that's popular in various workout supplements. It's a great source of calcium and is a reason why the electrolyte / mineral levels are a touch higher in BEAM Whey!

- **DigeSEB Digestive Enzyme Blend (Amylases, Lactase, Proteases, Lipase, and Cellulase)**

It's great to see digestive enzymes added to protein powders. The *protease* will be most important here, helping your body break down protein. However, for those who are slightly lactose sensitive, the *lactase* will come in handy.

Everything else will assist in the digestion of future meals.

- **Blueberry and Apple Fiber**

Although there's no fiber on the nutrition facts panel, so it's likely less than a half of a gram total, Fruity Cereal BEAM Whey has both **blueberry fiber** and **apple fiber** on the label – likely to provide a bit of coloration as well as added flavor. It could also be a secondary thickening agent.

- **Sucralose Sweetened**

BEAM uses the zero-calorie **sucralose** sweetener here. Note that there's *no acesulfame potassium* inside!

- **Note the creamer**

Another unique thing about BEAM Whey is that there's **Lipolyzed Cream** in the Creamer blend! This is interesting because most dairy proteins contain a sunflower creamer or coconut creamer... but why not go with the best creamer around – *real cream*?! It's already a dairy product, after all! This is a great move.

Other BEAM Whey Protein Flavors



Not into Fruity Cereal? That's fine – the following flavors have been found on PricePLOW:

No doubt, these are all standout flavor systems. We've been extraordinarily impressed with BEAM.

No Tricks – BEAM Whey is Back, and there's more coming



No doubt, BEAM picked one of the worst times to launch a brand – in March 2020! But just like their founder Michael Yewdell, they've persevered... and then some.

BEAM Whey has some incredible flavors, and it's important to remind everyone that it's really a *whey protein isolate* – the name almost sells itself short! But just as important are the added ingredients like Aquamin (minerals), DigeSEB (digestive enzymes), the triple gum blend + fiber additions, and the common-sense but rarely seen *lipolyzed cream*.

But back to the flavor – if you grew up eating Trix cereal and want to keep the processed carbs at a minimum, this is an exquisite way to bring back those sweet, sweet memories.

Stay tuned to PricePlow – we're covering *Recovery Aminos* next.

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