

# BPI Best Protein – Isolate First Whey Protein, But Not The Best

written by Mike Roberto | October 9, 2014



It's here.. but is it really the best?

This year, BPI Sports had a successful launch of their first protein powder, *Whey-HD*. Now it looks like they'll be coming out with another protein product sometime in the coming months, simply named **Best Protein**.

This is not to be confused with our popular **Best Protein Powder page and Top 10 List**, which helps you decide on the right protein powder depending on *your* dietary needs.

## What are the BPI Best Protein Ingredients?

*WARNING: The store label is different from the BPI Sports website label. We're not sure which is currently correct and have emailed BPI to find out. Proceed with extreme caution!*

The ingredients are now out, and it's a pretty basic whey protein blend:

- **Whey Protein Isolate**
- **Whey Protein Concentrate**

- **Whey Protein Hydrolysate**

In addition are Cocoa (for chocolate flavor), Natural and Artificial Flavors, Salt, Xanthan Gum, Sucralose, Soy Lecithin, and Lactase.

## **BPI Sports Best Protein – Deals and Price Drop Alerts**

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Regarding the nutrition facts and macros:

### **Chocolate Macros**

- **Calories:** 120
- **Protein:** 24g
- **Fat:** 2g (1g saturated)
- **Carbs:** 3g (1g fiber, 2g sugar)

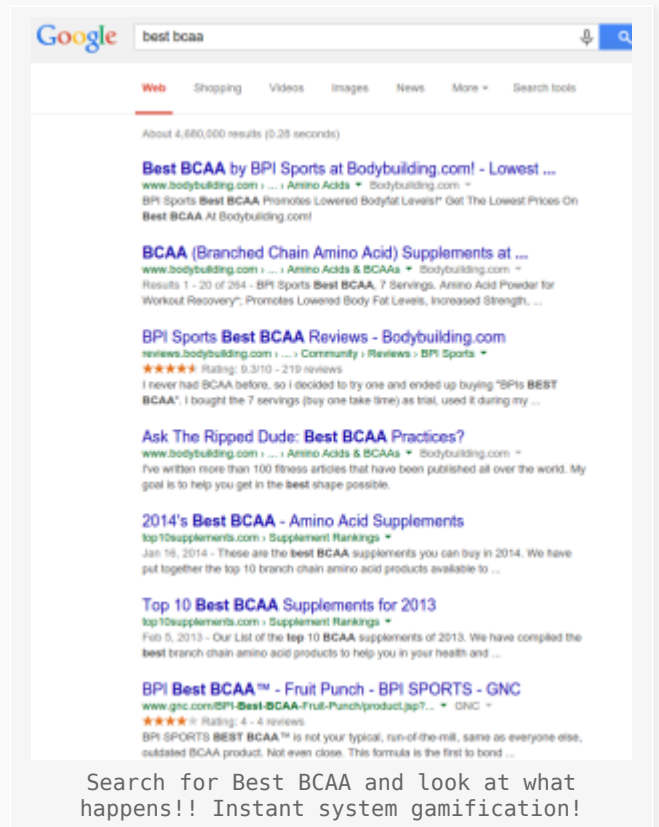
Vanilla is slightly better:

### **Vanilla Macros**

- **Calories:** 120
- **Protein:** 24g
- **Fat:** 1.5g (1g saturated)
- **Carbs:** 2g (0 fiber, 2g sugar)

Time will tell – to get more information, sign up for notifications below:

### **Some marketing discussion**



BPI seems like they'll be doing what they did with their relatively popular BPI Best BCAA product – throw the word “Best” in there, and reap in the easy success from new buyer’s and users who are searching for the best on search engines.

In the image to the right, you can see this working in action. The plan goes like this:

- Name a product the “Best [insert category name here]”
- Stock it at Bodybuilding.com, GNC.com, and every other SEO powerhouse possible
- ...
- Profit!

It’s a smart play, and we’re honestly very surprised that nobody had the trademark for *Best Protein* up until now!!!

We’ll see if this one works as well as it did for the BCAA product. Protein is a much more aggressive keyword to go after.

As to whether it will actually *be* the best, and make it over to our top protein buyer’s guide, is to be determined, since we don’t know the ingredients.

## All known flavors

The initial flavors are **Chocolate Brownie** and **Vanilla Swirl**, but we have to assume more are coming. Given how great Whey-HD tastes, we have no doubt they’ll

hit the flavoring.

You can see all of the currently available flavors in the price comparison widget below:

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## References

1. *Coingestion of whey protein and casein in a mixed meal: demonstration of a more sustained anabolic effect of casein*
2. *Protein blend ingestion following resistance exercise promotes human muscle protein synthesis*