

Ghost Whey NUTTER BUTTER: The Next Licensed Flavor Collab!

written by Mike Roberto | June 8, 2020



Ghost is having a huge year yet again, but this may be the biggest launch yet!

2020 has been filled with several legendary releases for **Ghost**, from green powders to gaming supplements, and *Bubblicious Strawberry Splash* flavored pre workout, they continue to push the limits.

Although PricePLOW knows that *Dan* and *Ryan*, co-owners of Ghost, have a lot more planned for the rest of the year, this launch is yet another *milestone* for this *influential* brand. Up until the summertime of 2019, Ghost only had authentic flavor collaborations in nearly every product they sold besides Ghost Whey. However, they shocked the industry and changed the game with the release of *Ghost Whey Chips Ahoy!*.

Ghost Whey may come in several delicious and unique flavors, such as *Cereal Milk*, *Peanut Butter Cereal Milk*, and *Milk Chocolate*, but *Chips Ahoy!* really kicked it up a notch. Ghost even earned *PricePLOW's top protein powder for 2019*, and this year they will be hard to beat with more flavor collaborations!

Now that Ghost got their foot in the door with *Nabisco*, the main company that owns *Chips Ahoy!* along with several other well known brands such as *Oreo* and *Nilla Wafer*, there's nothing stopping them from releasing a lot more licensed flavor collaborations! The next flavor of Ghost Whey is just a taste of what's to come from a brand that refuses to fit in with the rest of the supplement industry.

Ghost Whey Nutter Butter: More Cookies, More Life!



Ghost is making your childhood dreams come true once again with the release of **Ghost Whey Nutter Butter**! If you're a *peanut butter lover* and enjoy a protein powder with *inclusions*, then this one's for you. Although Ghost already has a phenomenal peanut butter flavored protein powder, Peanut Butter Cereal Milk, they're taking it a step further by adding in *authentic Nutter Butter cookie pieces*!

If you follow Ghost's YouTube channel, then you know that Dan and Ryan enjoy their fair share of treats, which they like to call *physique destroyers*. Nutter Butter cookies are definitely on the top of their list, but Ghost knows that not everyone can slam a pack of cookies and still keep a lean body composition. Fortunately, Dan and Ryan put in the work to make a protein powder taste just like Nutter Butter cookies, so you can satisfy your cravings, while also fueling your muscles and not packing on the calories!

So far our favorite flavor of Ghost Whey goes to *Chips Ahoy!*, but can Nutter Butter top it? You'll have to keep reading to find out and check out Ben's

flavor review! Before we go any further, make sure to sign up for **Ghost news** and **deal alerts** because more licensed flavors are likely on the way!

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Ghost Nutter Butter: About The Flavor

Nutter Butters are rightfully known as the “*peanut butter lovers’ cookie*”. It consists of two peanut butter cookies with a dense, rich, and flavorful peanut butter filling. You could say it’s a bit of a peanut butter overload, but that may not be such a bad thing!



Can Nutter Butter top Chips Ahoy?!

Nutter Butter Cookies were first introduced to the US in 1969 by *Nabisco*, which is now under the ownership of *Mondelez International*. This same company oversees several of the brands Ghost has partnered with including *Bubblicious*, *Sour Patch Kids*, *Chips Ahoy!*, and *Swedish Fish*. It’s obvious that Ghost has proved that they have what it takes to be trusted by massive names outside of the supplement industry, which no other company was able to do before.

Beyond having transparent labels, behind the scenes YouTube videos, and staying

true to their values, Dan and Ryan have brought a level of *authenticity* to the supplement scene that deserves a lot of credit. Ghost has changed the industry in such a positive way and we can't wait to see what's to come!

Now that you know a bit about the flavor, let's see where this protein powder stacks up in regards to *calories* and *macronutrients*.

Ghost Whey Nutter Butter Macronutrient Profile

While the majority of Ghost Whey flavors are around *130 calories*, the addition of real cookie pieces, as in Chips Ahoy! and Nutter Butter, bump up the macronutrients slightly.



But, unless you're getting ready for a bodybuilding show, a few extra calories are not something you should be worried about. Furthermore, drinking a protein powder that tastes like Nutter Butter cookies, is far superior to actually eating the real thing. There's way less sugars, fats, carbs, and more protein in Ghost Whey Nutter Butter that makes it a great alternative!

Here's what one scoop (41.5g) of Ghost Whey Nutter Butter contains:

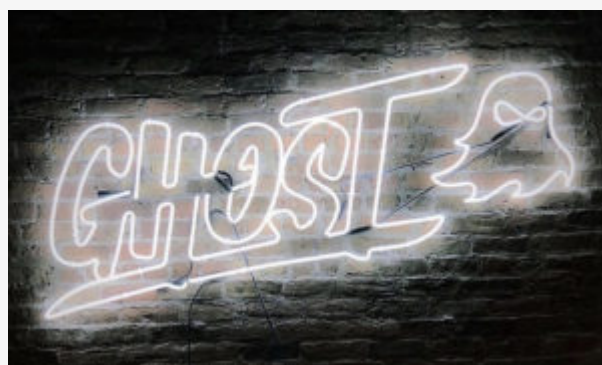
- **Calories: 160**
- **Protein: 26g**
- **Carbs: 8g**
 - **Fiber: 1g**
 - **Sugar: 3g (2g added sugar)**
- **Fat: 2.5g**

The first thing to note is that the serving size has increased to *nearly 42g* because they added in so many cookie pieces. Regular Ghost Whey is only around *35g* per serving, whereas *Chips Ahoy!* is *39g*. Therefore, you can fully expect to get a ton of Nutter Butter cookie bits in each scoop. Ghost Whey Chips Ahoy! also clocks in at *160 calories* with a very similar macronutrient profile, so this is right on par with the other protein powder flavor that has inclusions.

Ghost Whey Nutter Butter Ingredients

Of course Ghost Whey comes in amazing flavors, but another reason why PricePLOW is a huge fan of this product is because it has a *fully disclosed label*.

Each scoop contains *25g* of protein from *three* different sources:



Ghost continues to dominate the industry with never before seen flavors!

Whey Protein Isolate 90%: 14.53g delivering 12.5g Protein

- **Whey Protein Concentrate 80%: 13.16g delivering 10g Protein**

- **Hydrolyzed Whey Protein Isolate: 2.98g delivering 2.5g Protein**

Other ingredients included in every Ghost Whey are *sunflower lecithin* to help the protein mix, *natural and artificial flavors*, *sucralose* as the sweetener, and *xanthan gum and guar gum* to add thickness. Ghost also includes a solid blend of digestive enzymes (*protease, lactase, and bromelain*) to make sure you're properly absorbing the protein.

You can find the ingredients we just listed in nearly every flavor of Ghost Whey, but when it comes to Nutter Butter, Ghost adds in *authentic cookie bits!* And to no surprise that makes up a large majority of the ingredient list for this flavor.

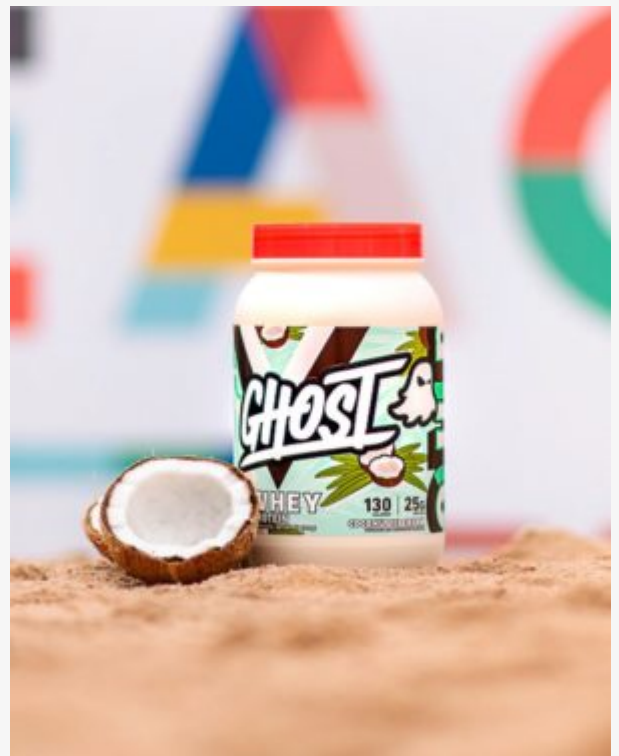
Due to the inclusions, we would consider this to be more of a "*once in a while*" protein powder, opposed to a *daily staple*. It's a nice treat, but there's some ingredients in the cookie pieces, such as *soybean oil* and *cottonseed oil*, that aren't the best for overall health. However, if you're really craving some Nutter Butters, this is a much better option than buying an entire pack from your local grocery store.

If you want to read more about Ghost Whey's formula, check out this article: ***Ghost Whey: 100% Transparent Formula with INSANE Flavors.***

Ghost Whey Flavor Variations

The list of Ghost Whey flavors just keeps growing and the one that started it all, *Cereal Milk*, is still crushing the competition. As mentioned before, we would recommend picking up Nutter Butter to use once in a while, but grabbing something else that's a little more "*cleaner*" to consume on a more regular basis. If you're a true peanut butter lover, then *Peanut Butter Cereal Milk* will not disappoint!

Be on the lookout for more *licensed flavor collaborations*, because we have a good feeling that Chips Ahoy and Nutter Butter are just the beginning!



Coconut Ice Cream Ghost Whey: A summertime favorite!

Here's an updated list of all available Ghost Whey flavors:

Another Gamer Changer From Ghost!

Since Ghost arrived onto the supplement scene in 2016, we had a feeling that they weren't just going to be another average brand. But we never expected that they would accomplish so much in such a short period of time.



You can find several other licensed flavor collabs across the entire Ghost supplement lineup!

Every year Ghost levels up their flavors, formulas, graphics, brand, and reach, it's crazy to look back and see how far they've come. A brand that started in sports performance, is quickly taking on new and exciting categories, including *health and wellness, gaming, and even RTDs (ready to drink)*.

You could argue that nearly every product they've come out with could be considered a "game changer", but Ghost Whey Nutter Butter is definitely one that stands out. The amount of time and effort it takes for Ghost to launch a licensed product like that is insane, but every minute, phone call, meeting, and revision, is well worth it in Dan and Ryan's eyes.

Ghost wants to do things the right way or not at all. Thus, partnering with brands they grew up with and still love today, is something that they feel is necessary to fulfill that mission. PricePLOW will always respect Ghost for standing out in an industry that oftentimes seems saturated with copycat formulas, flavors, and lacks innovation. If you think Ghost is done, just wait for what they have in store for the rest of the year!

As always, subscribe down below to get exclusive access to *news, reviews, interviews, and deals from Ghost!*

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