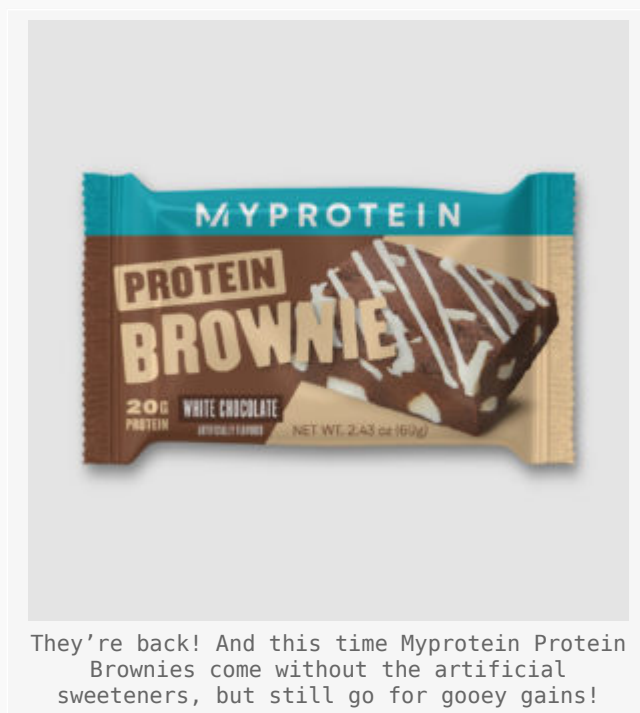


The Myprotein Protein Brownie Re-Launches and Ditches the Fake Sweeteners

written by Mike Roberto | February 22, 2021

In late 2020, we named the *Myprotein Crispy Wafers* as our *2020 Functional Food of the Year*, [1] beating all other protein bars and high-protein snacks on the market. As part of the Myprotein's Snack Series, the nostalgic Crispy Wafers stole the show next to the incredibly sweet *Nuts Bar* and their *Protein Chips*.



When discussing Myprotein's award, we stated that *this* was the direction the brand needed to pursue more aggressively. Their protein bars and snacks are simply heads above the rest of the big-name competition, and far more unique.

Myprotein listened, because they've re-released a crowd favorite in the US: the **Myprotein Protein Brownie**.

Myprotein Protein Brownie: Big Taste in a Small Package

Leveraging 20g protein in a hearty 280 calories, these are shaping up to be an excellent high-protein, post workout treat that will sustain you to meal-time in delicious fashion. We're not going to call this a "diet food" because it's pretty energy dense, but given the brand's track record with flavoring these types of snacks, it's guaranteed to pack a punch.

The Myprotein logo features the word "MYPROTEIN" in white, uppercase, sans-serif font. A thick, teal-colored diagonal slash is positioned behind the letter "P". The logo is set against a dark grey rectangular background.

MYPROTEIN

We asked Myprotein for more functional foods,
and they delivered quickly!

The protein comes from a whey protein blend with some soy protein isolate added for texture, and it's soft-baked and meant to be more on the "gooey" side. We have more details below, but first check out PricePLOW's coupon-based prices and sign up for our Myprotein (US) News because they've got a big year planned and we'll be on top of it:

Myprotein Protein Brownie – Deals and Price Drop Alerts

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The *original* re-launch is in White Chocolate and Chocolate Mint flavors, but as always, we're hoping you'll see more flavors over time in the above and below PricePLOW tools.

The Myprotein Protein Brownie Nutrition Facts

As with any product, the macros and nutrition facts will differ a bit based on flavor. Myprotein went for *flavor* on these, building their new Protein Brownie with the following macros in this heavy 69g bar:

Serving Size - 1 Bar (69g)

Nutrition Facts

Based on White Chocolate version, when choosing an alternative flavor the nutritional values may vary

	Per Serving	% Daily Value*
Calories	280	
Total Fat	11g	14%
Saturated Fat	7g	35%
Trans Fat	0g	
Cholesterol	15g	5%
Sodium	470g	20%
Total Carbs	27g	10%
Dietary Fiber	4g	14%
Total Sugars	11g	
Added Sugars	9g	18%
Protein	20g	40%
Vitamin D	0mcg	0%
Calcium	68mg	6%
Iron	2mg	10%
Potassium	195mg	2%

Make no mistake, these are for some post-workout power calories!! Finally a brand not afraid to flavor with the real deal.

- **Calories:** 280
- **Protein:** 20g
- **Carbohydrates:** 27g
 - *Fiber:* 4g
 - *Sugar:* 11g (9g added)
- **Fat:** 11g
 - **Saturated Fat:** 7g

As you can see, *Myprotein means business* with these bars, and we're looking at bulkers and post-workout snack eaters on this one. Those on ultra low-carb *or* low-fat diets may take offense, but those on the big building plan definitely won't.

The Myprotein Protein Brownie Ingredients

As with most other protein bars and cookies, there are several ingredients inside, so we'll just cover the main areas:

- **The protein blend**

Myprotein uses the time-tested protein blend of **whey protein concentrate** and **whey protein isolate**. Right off the bat, this is clearly not for vegans or dairy-free dieters (there's always the highly-underrated *Myprotein Vegan Protein Bar* for that).

While we don't have the exact ratios, we can tell you that whey protein is the tried-and-true form of protein supplementation, as it's high in all essential amino acids (including branched-chain amino acids, or BCAAs) and is also highly bioavailable.[2]

In addition, there is some **soy protein isolate** added, which is typically used due to its great texture.

- **The carbohydrates and “binding agents”**

Myprotein isn't messing around with “sugar-free” on this one. While that will scare off low-carb dieters, it'll surely make the hardgainers out there happy, as it's become a challenge to find real-deal sugar (and it's real-deal taste) in these functional foods anymore!!



This is a launch worth getting excited for. Myprotein rules the functional foods category lately

The main binding agents are in the form of **glycerin** (a sugar alcohol that may also give you a bit of a pump if you drink enough water with it![3]) and **chicory root fiber**, the latter of which is likely providing our 4g fiber.

Sandwiched between those two is our added **sugar**, totaling 9g (the other 2g of sugar in the product are likely naturally found in the milk ingredients).

A difference-maker in these brownies is an addition of both **nonfat milk** and **whole milk**, something we generally don't see in protein bars, which we're guessing will soften up the product more than the competition alongside the **water**. The milk ingredients also contribute to the protein blend listed above.

No artificial sweeteners needed!

We rarely see protein bars and "functional foods" that *don't* come with sweeteners – natural *or* artificial – like sucralose, stevia, or monk fruit extract. For those of you who are tired of loading yourself up with tons of these ingredients every day, be happy – they're not in Myprotein's Protein Brownie!

After all, when you're not afraid of calories and training hard enough to load that sugar right back into your muscle tissue glycogen stores...who needs the fake stuff?!

- **The fats: saturated and unsaturated**

White Chocolate: Protein Blend (Whey Protein Concentrate, Whey Protein Isolate), Soy Protein Isolate, Glycerin, Sugar, Palm Oil, Chicory Root Fiber, Water, Cocoa (processed with alkali), Soybean Oil, Nonfat Milk, Whole Milk, Salt, Natural Flavor, Baking Soda, Mono & Diglycerides, Whey, Soy Lecithin, Beta Carotene, Vitamin A Palmitate, Potassium Sorbate (Preservative), Sunflower Lecithin. **ALLERGENS:** Contains Milk and Soy. Manufactured in a Plant that Processes Milk, Soy, Wheat, Tree Nut, Peanut, Fish and Egg Products.

Chocolate Mint: Protein Blend (Whey Protein Concentrate, Whey Protein Isolate), Soy Protein Isolate, Glycerin, Sugar, Palm Oil, Chicory Root Fiber, Water, White Confectionary Coating (Sugar, Palm Kernel and Palm Oil, Nonfat Milk, Whole Milk, Sunflower Lecithin, Vanilla Powder), Cocoa (processed with alkali), Soybean Oil, Nonfat Milk, Salt, Whole Milk, Baking Soda, Mono & Diglycerides, Whey, Natural Flavor, Soy Lecithin, Beta Carotene, Vitamin A Palmitate, Green Color (Palm Kernel Oil, Turmeric, Red Cabbage, Sodium Bicarbonate, Natural Rice Bran Extract), Potassium Sorbate (Preservative), Sunflower Lecithin, Peppermint Oil. **ALLERGENS:** Contains Milk and Soy. Manufactured in a Plant that Processes Milk, Soy, Wheat, Tree Nut, Peanut, Fish and Egg Products.

The full Myprotein Protein Brownie ingredient listings for the first two flavors. Hopefully more to come!

The fats are a tale of two ingredients that bring a blend of fatty acids. They are **palm oil** and **soybean oil**, which bring the saturated fat and unsaturated fatty acids, respectively. The majority is palm oil, as it's higher on the label and contributes 7g saturated fat, while soybean oil is lower and contributes to the 4g unsaturated (it's likely less, given that there will be some fat coming from a few other ingredients).

Combined with the sugars, these fats are going to give nearly *addictive* tastes, as the brain tends to love carbohydrates and fats mixed together. The trick here is that Myprotein's doing it while adding protein to the mix, something that the junk food and candy companies don't.

But at the same time, an ingredient label like this leads us to believe that it's going to be hard to eat just one brownie per day, and your box may disappear quickly.

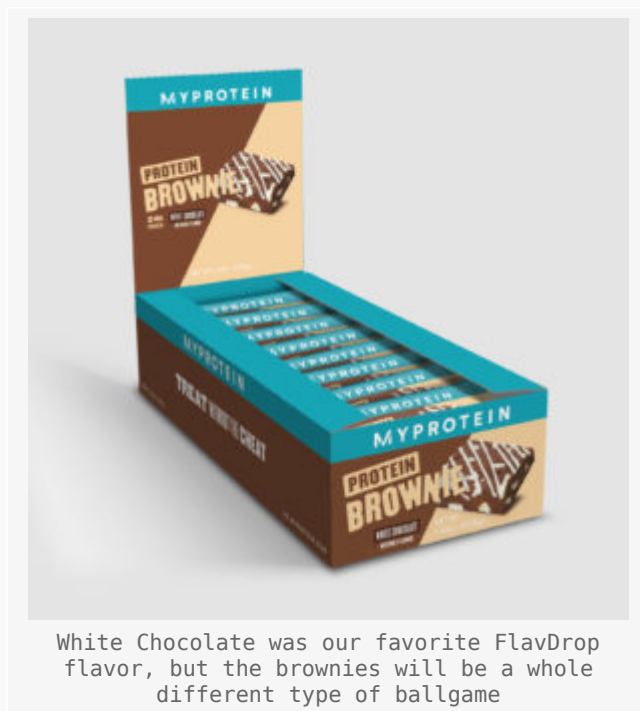
So our take on making this effective and long-lasting? Use it post workout, then get your post workout meal on.

There are several other ingredients on the label, such as flavors, colors, baking soda, etc.

The flavors available

As mentioned above, the February 22, 2021 re-launch of Myprotein's Protein Brownies is *White Chocolate* and *Mint Chocolate Chip*. Previous versions included *Chocolate* and *Chocolate Chip*, which may occasionally be found.

A full up-to-date list of all flavors is below:



Worth noting on the flavor front is that *White Chocolate* is far and away our favorite **Myprotein Flav Drops** flavor! If you want to add more sweetness and flavor to anything whatsoever, that flavor is a must-have in the kitchen!

Myprotein keeps the functional foods coming

We asked, and we received! Some of our first reviews of MyproteinUS' supplements were on their late 2019 functional foods, the *Myprotein Triple Stack Bar* (which was meant to be gooey like these brownies) and the *Myprotein Cookie*. They then shifted more attention to their *Layered Bar*, which has never disappointed.



On the vegan front, the Myprotein Vegan Protein Bar is excellent, and is rice protein based, so it's actually dairy-free *and* soy-free.

But the most unique of them all was with their *Crispy Wafers* in that Myprotein Snack Series, making us ask for "more where that came from". Asked and answered.

You can always count on Myprotein for great protein powders – case in point is the insane-tasting *Marshmallow Cereal flavored Impact Whey*. But sometimes, you just want a thick, rich brownie, sugar be damned. Now you can have it, but get 20g protein to go alongside.

If Myprotein continues at this clip, we're going to have to order some more plates – both in the kitchen *and* in the gym. Our bodies are ready.

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Soft
Baked



Protein per
serving



Two Great
Flavors

PROTEIN BROWNIE

Soft Baked to Perfection!

The newest introduction into Myprotein's snack range is packed with **20g of Protein** per serving - satisfy your sweet-tooth cravings while supporting your training too!

Our high-quality protein will help you stay fuller for longer and less likely to snack on unhealthy treats - with **two irresistible flavors**, the hardest part will be picking your favorite.

- **Soft baked** with **quality ingredients**
 - **20g Protein**
- **Chocolate Mint** and **White Chocolate** Flavors
 - **280 calories**

\$34.99 RRP*

www.myprotein.com
[@myproteinus](https://twitter.com/myproteinus)

*Box of 12

A quick one-pager on the Myprotein Protein Brownie!

References

1. PricePLOW; "Best Functional Food ("Protein Bar") of 2020: Myprotein Crispy Wafers!"; Recorded Dec 28, 2020; <https://www.youtube.com/watch?v=cEqdGIgRH9M>
2. Hoffman, J. et al. Sept. 2004. "Protein - Which is Best?." *Journal of Sports Science & Medicine* vol. 3,3; 118-30. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3905294/>
3. Roberto, Mike and Luther, CJ; "Glycerol: The Ultimate Guide for Hydration, Heat Protection, and Pumps"; August 20, 2020; <https://blog.priceplow.com/supplement-research/glycerol>