

# NutraBio Classic Whey Strawberry Shortcake Stuns the World

written by Mike Roberto | June 14, 2019

*NutraBio's streak of **strawberry domination** continues!*

As we all know, **NutraBio** has been on a total tear, releasing new supplements and flavors every week in the first half of 2019.



One thing we noticed is that a *lot* of those new flavors are **strawberry** based, and even better, they're absolutely *amazing*!

We're talking about the 100% Whey Protein Isolate's Strawberry Ice Cream flavor (which started this streak of releases), the Strawberry Lemon Bomb sports supplement flavor (absolutely our favorite), Strawberry Pastry Extreme Mass (weight gainer) and Strawberry Pastry Muscle Matrix (casein/isolate hybrid protein powder), Strawberry Ice Cream Micellar Casein, and finally, the *naturally sweetened* Strawberry Lemonade EAA and BCAA Natural!

But they're not done with the strawberry upgrades just yet...

## Introducing Strawberry *Shortcake* Classic Whey!



NutraBio Classic Whey now comes in Strawberry Shortcake flavor!

That's right, the legendary **NutraBio Classic Whey** now comes in *Strawberry Shortcake*!

Looking at the image, it's quite clear the flavor that they're going for here – the *Strawberry Crunch Ice Cream Cake* bars we're so used to seeing! This would make sense, given the brand's ability to bring out real Strawberry Ice Cream flavor as well as Strawberry Pastry in other flavors.. so what we have here is perhaps a hybrid of the two!

We have a bit of a longer story below, but first you can check PricePLOW for deals and sign up for our NutraBio news alerts, as there's always great things happening:

# NutraBio Classic Whey – Deals and Price Drop Alerts

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## The story: Classic Whey Teaches us a Classic Lesson in Protein Dosing

**NO PROPRIETARY BLENDS**  
**NO PROTEIN SPIKING**  
**NO FILLERS OR EXCIPIENTS**  
**NO INFERIOR PROTEINS**  
**NO SWEET WHEY OR WPC 34**  
**NO ACID TREATED WHEY**  
**NO MALTODEXTRIN OR DEXTROSE**  
**NO ADDED CARBS OR SUGARS**  
**NO ARTIFICIAL COLORS OR FLAVORS**  
**NO HIDDEN INGREDIENTS**

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NO PROPRIETARY BLENDS | EVERY INGREDIENT DISCLOSED WITH DOSAGE

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All NutraBio proteins have these  
“#WithoutCompromise” promises!

Before we get into the ingredients, let’s briefly discuss what’s going on here.

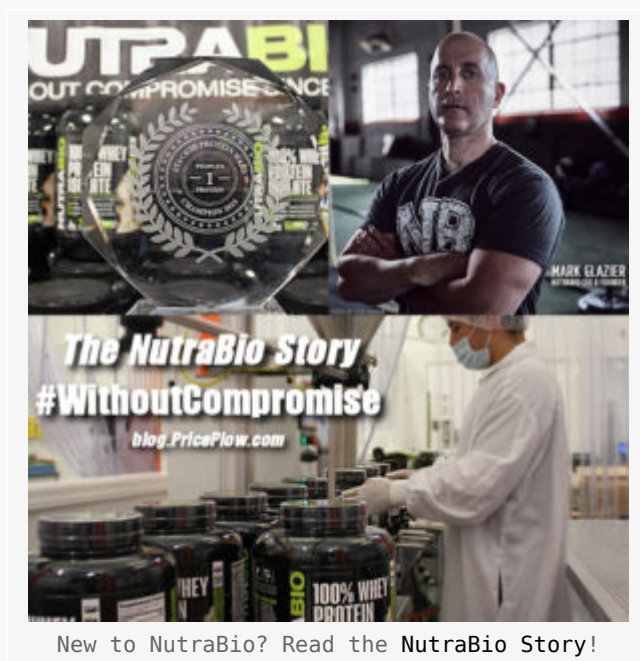
Led by fearless leader Mark Glazier, NutraBio has always been on a path of *full label disclosure* that has served as an amazing educational platform for the fitness industry. On top of disclosing how much of every ingredient you're getting, the brand's labels even tell you the amount of thickener and sweetener, which we've always loved.

Part of that disclosure is also explaining the type of *protein* used in their protein powders. What we collectively learned next is where things get interesting:

With whey protein *isolates*, there's a legal standard that the raw material powder must be 90% protein by weight (it often slips a bit lower but it'll always be close to this mark). With whey protein *concentrate*, there are several grades – ranging from 34% (WPC-34) to 80% (WPC-80)– and they can *all* be labeled as “whey protein concentrate”!

### “If the label doesn't state WPC-80... it's likely not WPC-80”

This means one brand's whey protein concentrate could be a *blend* that averages about 60% protein by weight, while another may just be using WPC-34 and nothing else – meaning it's 34% protein by weight and the rest is just sugar, fat, ash, and *junk!*



What Mark Glazier essentially told us is this: ***If they're not specifically stating WPC-80, they're probably not using the good stuff.***

Classic Whey, on the other hand, is bound to NutraBio's full disclosure promise. It's pure WPC-80 – the highest quality form of whey protein concentrate – with **no other protein blended in!** Not only that, but Glazier and team are total hawks about testing incoming material and making sure it truly *is* 80% protein by weight – and NutraBio shares third-party lab tests too!



You can read the rest on our **NutraBio Story** blog post (where we also have some great interviews with Mark Glazier), but that's the short and skinny of the protein side of things.

On to the Classic Whey:

## Classic Whey Ingredients

So as we know, we've got pure **WPC-80**. As you can see on the label to the right, it takes **32.47g** powder to achieve the desired **25g protein** – so we're likely actually getting a dash of *overage* in here if nothing else!!



**Supplement Facts**  
Serving size: 1 scoop (34.13 grams)  
Servings per container: 26.57

Amount Per Serving	% Daily Value
Calories 130	
Calories from Fat 20	
Total Fat 2g	3%*
Saturated Fat 1g	6%*
Cholesterol 70mg	24%*
Total Carbohydrate 2g	<1%*
Sugars 1g	†
Protein 25g	50%*
Calcium 157mg	15%*
Phosphorus 102mg	10%*
Magnesium 22mg	6%*
Sodium 135mg	4%*
Potassium 160mg	6%*

**Whey Protein Concentrate** (non-denatured) 32.47g †  
(32.47 grams WPC80 yielding 25 grams of complete protein)(CFM cross flow micro-filtered. Cold processed. Instantized with sunflower lecithin.)

\* Percent Daily Values are based on a 2000 calorie diet.  
† Daily Value not established.

Other Ingredients: Flavoring (natural flavor 900mg, xanthan gum 190mg, salt 160mg, malic acid 150 mg, sucralose 80mg, acesulfame potassium 60mg), beet powder 120mg (color).

32.47g WPC-80 gets us over 25g protein! 2g fat, 2g carbs – quite clean for a concentrate!!

## The new and improved flavor system

With the new flavor system, we have *900mg natural flavor* (NutraBio never uses artificial flavors), 160mg salt, and 150mg malic acid.

For sweetening, we have the time-tested blend of sucralose and acesulfame potassium ("Ace-K"), at 80mg and 60mg respectively.

The thickener is great because there's just *one* thickener in **xanthan gum** at 190mg worth.

Finally, natural beet root color is added at 100mg to get you that nice pink color you expect with strawberry flavored proteins!

## The Macronutrients

Thanks to the clean protein and flavoring profile used, you have a clean end result too:

- **Calories:** 130
- **Fat:** 2g
- **Carbohydrate:** 2g (*1g sugar*)
- **Protein:** 25g

Note that NutraBio is using the Supplements Facts panel style of labeling to assist with the full label disclosure. If you want to understand that more, read our Supplement Facts vs. Nutrition Facts blog post to learn why Glazier and team went with the former over the latter.

## The Classic Whey Benefits



Now that's a tub of protein you want to get your hands on!

For those of you who can handle a bit of lactose, Classic Whey provides a great cost benefit ratio over the 100% Whey Protein Isolate. And quite frankly, whey protein concentrate tastes better and mixes thicker.

Whey Protein is a great way to help achieve your macronutrient goals, which should always focus on protein first. Protein keeps muscles lean and full of the amino acids they need, it triggers muscle protein synthesis (especially thanks to its primary essential amino acid in leucine), and it helps satiate dieters to boot. It has a complete amino acid profile, providing all of the essential amino acids that your body cannot produce on its own, with a high biological value.

In addition, many believe that there may be some “extras” in the additional 20% non-protein, such as lactoglobulins and immunoglobulins from the cows milk. NutraBio only uses cold-processed, non-denatured protein, as shown in one of the images above.

## Classic Whey to make the Classic Comeback

We welcomed the Strawberry Ice Cream flavor of NutraBio’s 100% Whey Protein Isolate (as well as their Micellar Casein) with open arms, then came the Strawberry Pastry flavors (Muscle Matrix and Extreme Mass) and , and now it’s Classic Whey’s turn. NutraBio began as a company with *no* flavoring, but hey, we dieters want our proteins to taste *amazing*, and Glazier and team get that.



Classic Whey is important to us not only because it’s a great product, but because it served as an educational platform to show us how awful some of those *other* “whey protein concentrates” were. But not this one, and not this time.

If you want it fully-disclosed... if you want it third-party tested... and if you want it naturally flavored with a hot new flavor system, then you need to throw Classic Whey on your to-try list this year. You know we’ll be reviewing it soon for all of you strawberry fans out there!

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The full NutraBio Classic Whey Strawberry Shortcake Label