

Happy Birthday CBum! Limited Edition Birthday Cake Itholate

written by Mike Roberto | February 2, 2023

If you've been reading PricePLOW for a while, you'll know that nobody does flavors quite like "CBum" and the *RAW Nutrition* team. Chris Bumstead, legendary four-time Mr. Olympia, has staked out quite a name for himself in the supplement industry through his partnership with RAW Nutrition, and it's easy to see why.



The most-awaited news of the day is the official release of **CBum Essential Pre-Workout**. Answering the calls of millions for a cheaper, barebones, everyday pre-workout, RAW and Chris Bumstead formulated a pre-workout with just the essentials. It's a sensible, responsible formula, and we suspect it'll be the first of many other affordable pre-workouts on the market this year.

However, that's not the only piece of news today... *Birthday* festivities are in order!

A Birthday Surprise for Chris: Birthday Cake Itholate

In celebration of Chris Bumstead's birthday on February 2nd, Raw is throwing a surprise party with the limited release of **Raw Nutrition CBum Itholate Birthday Cake**. We could not be more psyched to get our hands on it. And what's even more interesting is that *Chris didn't even know they were launching it!*

Last year, Raw released *CBum Itholate Mint Chip*, one of our favorite protein flavors to date, awarded the *PricePLOW Protein Powder of the Year* in our *2022 Supplement Industry Awards*. Filled to the brim with inclusions, Mint Chip had the same delicious feeling of sipping down a milkshake at an old 60s diner. The

chocolate would have you forget that Itholate is a complete protein source packing a respectable *25 grams of protein*.

Now, in celebration of Mr. Olympia himself, we get **Birthday Cake**. We can only imagine what kind of mouth-watering inclusions RAW decided to put in it.

We're going to dive into the CBum Itholate formula, but first let's check the PricePlow for good RAW deals, and check out our video review of the new flavor:

RAW Nutrition CBUM Itholate Protein – Deals and Price Drop Alerts

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Get CBUM Itholate Protein Price Alerts
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CBum Itholate – The Power of Whey



Whey protein's power all comes from the quick recovery it offers after a workout. Unlike plant-based protein supplements, whey is *highly* bioavailable and acts quickly in the body.

Additionally, whey stimulates *insulin production*, which is crucial for post-exercise recovery. Whey is also considered a "complete protein", as it contains a high concentration of all nine essential amino acids, which are the proteins our body cannot produce and needs to obtain from food. Research shows that incorporating whey protein into a high-protein diet can lead to increased strength and better body composition in both men and women.[1-3]

When we talk about whey protein isolate, we're referring to a pure form of whey that has had most of the carbohydrates and fats removed. The industry standard for purity is 90%,[4] which allows the supplement to be used in a variety of diets, regardless of whether they are low-carb or low-fat. The true benefit of whey protein isolate, in particular, is that it allows you to carefully adjust your macros according to your fitness goals.

A focus on *flavors* with whey proteins

Whey protein is essentially a commodity at this point. Nearly every athletic supplement brand has their own whey offering – it's a requisite ticket into the industry. Thousands of products are on the market, and little in the way of core ingredient differentiation. Whey protein has pretty much already been perfected. You have different gradations of purity – whey protein concentrate and whey protein isolate. The core whey ingredient is, for lack of a better word, solved.



The result is that brands have to compete in the whey market in different ways beyond ingredient quality. Fortunately for the sweet-tooths among us, *flavors* are now the primary frontier in the protein market. Let's take a look at the rest of Itholate's menu:

All CBum Itholate flavors

Like we said, the Itholate Mint Chip flavor was our favorite protein flavor of the year, but Itholate comes in more delicious flavors as well. Check out our up-to-date list below:

A partnership that keeps getting stronger



It's been a big day for CBum and Raw! See the CBum Essential Pre-Workout

The partnership between Raw Nutrition and Chris Bumstead has been positive for themselves, the fitness community, and the supplement industry as a whole. Raw and Mr. Olympia have forged a path through the rough by pursuing excellence in all things: ingredient quality, formula ingenuity, and incredible flavors.

Partnerships between brands and celebrities have existed for decades, but this one in particular has appeared to do *everything* right. Goes to show what happens when you give an industry leader some *true* skin in the game. It shows, too – as evidenced by Raw throwing a surprise launch party for Chris Bumstead. We cannot wait to see what else they come up with in 2023.

And remember, Birthday Cake will only be available for a limited time, so you better grab a celebratory tub before it's too late.

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