

# Raw Nutrition CBUM Itholate Protein Chocolate Peanut Butter: Amazon Exclusive

written by Mike Roberto | July 17, 2022



Chris Bumstead and the team at Raw Nutrition have launched a *Chocolate Peanut Butter* flavor of Itholate Protein, and it's packed with 27 grams of protein – but launched on Amazon only!

Alongside the recent *Thavage Pre-Workout RTD* release, Chris Bumstead and the team at Raw Nutrition have also put out a new flavor of their CBUM *Itholate* whey protein isolate powder – **chocolate peanut butter**! It's pretty thick for a pure isolate, too.

In our Episode #052 interview with Chris Bumstead on the PricePLOW Podcast, they mentioned that many big things were happening, and they were right. While a protein flavor launch isn't the biggest piece of news, the way they launched it is worth noting: this is an *Amazon-only release* – at least at first.

In this article, we talk about the latest and greatest flavor of Itholate protein, show you our quick flavor review, get into the macros, and then talk a bit about the decision to list only at Amazon. Perhaps by the time you read this, it may make its way to a few other stores – you can check it out below and sign up for PricePLOW's deals and RAW Nutrition news alerts:

## RAW Nutrition CBUM Itholate Protein – Deals and Price Drop Alerts

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## CBUM Itholate Chocolate Peanut Butter Macros

<b>SUPPLEMENT FACTS</b>		
Serving Size 1 Scoop (34.9g)		
Servings Per Container 30		
	Amount per serving	% Daily Value
<b>Calories</b>	135.5	**
<b>Total Fat</b>	1.5g	2%
Cholesterol	2mg	0%
<b>Total Carbohydrate</b>	3.5g	1%
Total Sugars	0g	**
Includes 0g of Added Sugars		0%
<b>Protein</b>	27g	54%
Vitamin D	0mcg	0%
Calcium	121.7mg	9%
Iron	0mg	0%
Sodium (as Sodium Chloride)	156.8mg	7%
Potassium	157.8mg	3%

\*\* Daily Value not established.

**Ingredients:** Whey Protein Isolate, Peanut Flour, Cocoa Powder (processed with Alkali), Naturally & Artificially Flavored, Silicon Dioxide, Xanthan Gum, Sucralose, Acesulfame Potassium, Papain (as Carica papaya fruit), Lactase.

Contains Milk, Peanut

Note how there's 27 grams of protein in the Chocolate PB flavor of Itholate!

- **Calories: 135.5**
- **Protein: 27g**
- **Total Carbohydrate: 3.5g**
  - **Sugar: 0g**
  - **Fiber: 0g**

- **Total Fat: 1.5g**

## CBUM Itholate Ingredients

A single 31 gram scoop of CBUM ISO Protein yields the following:

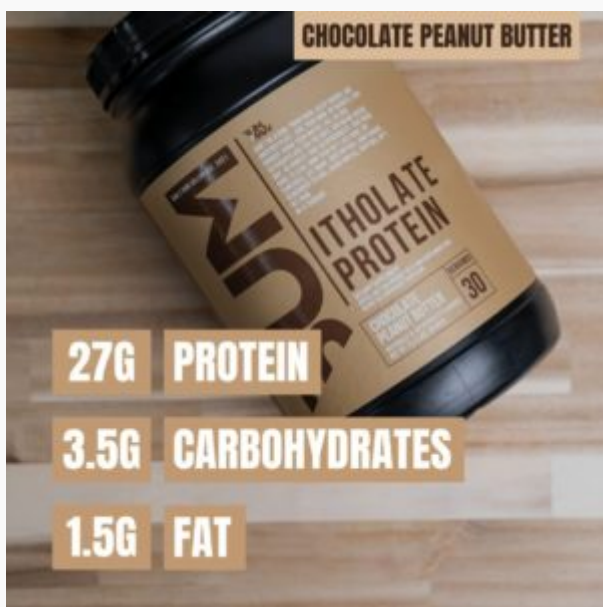
- **Whey Protein Isolate – 25 grams**

This is a 100% *Whey Protein Isolate* protein powder supplement!

- **Peanut Flour**

Nearly all peanut butter based proteins add some peanut flour, which adds to our fat content – but seems to have added to the *protein* content as well!

- **Papain**



A digestive enzyme from *papaya* that helps with protein breakdown.

- **The other ingredients**

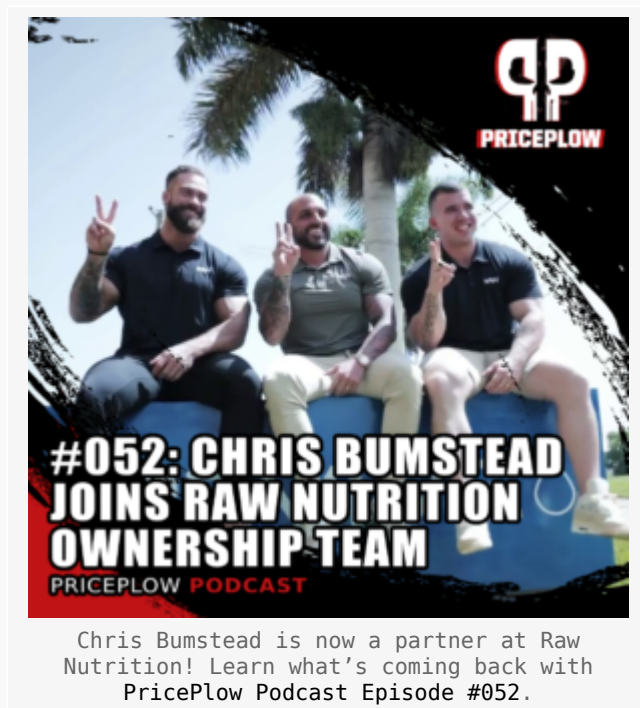
Flavoring (natural flavors), salt for taste, and xanthan gum as a thickener. CBUM Itholate is sweetened with *sucralose* and “Ace-K”.

You can read the full story in our article titled *Find Your Whey with Raw Nutrition’s CBUM Itholate Protein*.

## An Amazon-Only Launch?

Interesting about this release is that Raw Nutrition launched it on *Amazon-only*.

We're not sure the exact reasoning, but this is sometimes done to push a few sales in Amazon's direction so that the website's algorithm begins to appreciate the brand more. Raw Nutrition may have seen an opportunity with a lack of quality chocolate peanut butter pure whey protein isolates, jumping at the opportunity.



**All flavors available**

## **Itholate now in Chocolate Peanut Butter**

You can learn more about Chris and his background in our article titled *Chris Bumstead: "The Comeback Kid" – Revive MD Athlete Profile*, watch our Episode #052 interview with Chris Bumstead on the PriceFlow Podcast, and see our main CBUM Itholate article.

Until next time, sign up for our Raw Nutrition news alerts.

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