Ronnie Coleman King Whey Crunch Bars: New Protein Bar King in Town?

written by Mike Roberto | November 8, 2017

Ronnie Coleman Signature Series has released King Whey Crunch Protein Bar looking to bring the brand to the pinnacle of the protein bar market.

Ronnie is back, and he's bringin his protein bars with him!

We've covered A LOT of protein bars in our time, and for the most part, the vast majority lead to more of a jaw ache than a pleased palette. Most just suffer from a lack of flavor or a texture that is too dense and chewy, exhausting you before you can even swallow your first bite.

And typically the 'cleaner' they are (in terms of carb profiles, at least), the worse things get as well.

But in recent times, despite some better bars, the protein bar market still has a lot of room for improvement.

Enter **Ronnie Coleman Signature Series**. The Mr. Olympia legend and his supplement company have created a true contender for "best tasting / textured bar" on the market in **King Whey Protein Crunch Bar**. It's a soft-baked protein bar with a cookie-like center and crispie-coated top that has all the makings of a real palate-pleaser.

All the details can be found below, but first, make sure to check the best deal and sign up for alerts from PricePlow:

Ronnie Coleman King Whey Protein Crunch Bar – Deals and Price Drop Alerts

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King Whey Crunch Bar Ingredients

RC & Co are taking a page out of ProSupps' book by focusing on flavor and texture first, and leaving the minimalist ingredient lists for the "clean eater" bars out there that have a far less appealing taste and texture. So, if you're a purist you might want to avoid these, but if you're just looking for a hearty, high protein bar that's also delicious, the King Whey Crunch Bar is right up your alley!

- **Protein Blend**

Ronnie's protein bar isn't the cleanest you'll find, but it sure might be the best tasting.

Much like the now-discontinued ProSupps Bars, RC Supps King Whey Crunch protein bars utilize a blend of two forms of whey protein as its primary protein source. The protein blend is made of Whey Protein Isolate (WPI) and Whey Protein Concentrate (WPC), respectively. That's not all of the protein sources in King Whey Crunch though, as scanning the list of ingredients, you'll also find soy protein isolate and plain "whey" listed as well.

The purpose of these other proteins isn't so much for their additional protein content (though that is a bonus), but for their ability to enhance the texture – giving a firmer or thicker consistency to the bar.

Consistency is key, which is why many of the best-textured bars out there have *some* form of soy out there. We're unconcerned about a bit of soy each day, so long as you don't have more than a scoop of it per day or so… and there's definitely not that much here.

Who doesn't want to dive head first into a triple chocolate brownie flavored protein bar?!

Using mostly WPI in the protein blend is a good sign as it means those users a little sensitive to the cheaper WPC only bars can enjoy the King Crunch bars with less GI distress. The reason is, is that WPI is mostly protein (at least 90% protein) with very little to none of lactose, carbs or fats.[1]

But, if you're strongly lactose intolerant (and you know if you are), the whey concentrate will most likely make the King Crunch bars a no-go.

- **The Rest**

Similar to the other top tasting protein bars you'll find on the shelf, RC King Crunch bars aren't minimal on ingredients in the least. In addition to the two main protein sources discussed above, you'll also get the following ingredients in each of your RC bars:

Vegetable oils, soy protein isolate, vegetable glycerin, sugar, maltitol, cocoa, water, collagen, brown rice flour, corn syrup, natural flavors, salt, mono & diglycerides, whey, vitamin A palmitate, beta-carotene, soy lecithin, tapioca starch, potassium sorbate, almond, peanut, and sucralose.

Peanut Butter Cup is a favorite candy of many people…will the bar deliver the much beloved candy flavor?

> Notice something missing from the ingredients in the King Whey Crunch bars that's found in almost every other bar on the market? There's NO IMOs! This means that we're spared the fraudulent fiber count and overly tacky texture that plagues so many of the other IMO-heavy bars out there. It's also curious to see that they don't state clearly *which* vegetable oils they're using, as the more health conscious consumers out there might like to know.

King Whey Crunch Bar Macros

Each King Whey Crunch Bar weighs in at 57g and contains the following nutrition breakdown:

- **Calories:** 240
- **Protein:** 20g
- **Carbs:** 21g (1g fiber, 6g sugar)
- **Fat:** 10g (6g saturated)

Flavors Available

20g of protein, 2 delicious flavors, what more could you ask for?

Big Ronnie and the crew at RC Supplements have launched with two flavors of the bar. Those two flavors are:

Is there a new Protein Bar KING in town?

Ronnie Coleman and Co. have crafted a mighty fine tasting (and textured) bar in their new King Whey Crunch Bars. Will the king of the Olympia be the king of the protein bar market at supplant others as king of the mountain?

Make sure to subscribe to our YouTube channel to find out if the new RC King Whey Crunch Bars are the true kings of all protein bar!

Ronnie Coleman King Whey Protein Crunch Bar – Deals and Price Drop Alerts

References

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