

# Ultimate Nutrition Bankruptcy (2014) and the Sad Ending of Ultimate

written by Mike Roberto | December 28, 2014

**2019 Update:** Things ultimately went *\*very\** sideways on this one... the company's owners closed its doors one weekend with none of the employees knowing, then seemingly skipped town. There is a class action lawsuit (filed [here](#)) on behalf of the employees.

*This blog post may not be updated again, but we consider Ultimate Nutrition to be done, so stock up if you enjoyed any of their products. There could be severe consequences for the ownership given the way this went down.*



On December 17, 2014, **Ultimate Nutrition filed for Chapter 11.**

Ultimate Nutrition is based out of Connecticut, and the news is that they had a \$13 million bank loan that they were unable to get a new lender to help cover.[1]

There are about 40 creditors who are owed money.

They are most well known for their ProStar 100% Whey Protein powder, as well as the IsoCool pure whey isolate powder.

## Speculation as to what happened

Reports also blame “regulatory scrutiny” over their inability to get the loan extended. We’re unsure what that means, but it’s clear that running a large (but not enormous) supplement business carries a lot more weight and is a tough area for many companies to be in.

## What’s next?

There’s no news as to what happens next, but there will either be a creditor who provides cash to rescue the company in exchange for ownership, they will be bought by a larger company and absorbed, or their assets will be auctioned off.

## Any deals coming?

In the meantime, there *might* be some deals, so you can head over to our Ultimate Nutrition page and click on *monitor this brand* to get notified of any substantial price drops.

We've never had any communication with Ultimate Nutrition, so we don't have much insight.

## Likely ending to a wild 2014

This closes out a year of a lot of industry consolidation, liquidation, and subsequent drama, notably highlighted by Gaspari Nutrition's bankruptcy and subsequent sale. This will be discussed soon in our Top 10 Industry Items for 2014.

## Ultimate Nutrition – Deals and Price Drop Alerts

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## References

1. *bankruptcynews.dowjones.com*