

Ohpops! snack  
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### **General about the snack:**

It is a sustainable, plant-based snack that, even with a low energy content, contains a significant amount of protein and a wide range of vitamins and minerals, all of which are healthy, essential components for the body. The snack contains a potpourri of the things that vegans and vegetarians are often found to be in deficit of and is thus a recommendable snack in addition to the vegetarian diet. A pure vegetable product with such a high protein content and broad-spectrum amino acid profile is also ideal as a dietary supplement for the athlete, the aging or the teenager in adulthood, who will optimize his muscle protein synthesis (new formation of more more) in a healthy, natural and plant-based way. In addition, the snack contains several components that are vital in the health sense and important building blocks for the body without containing quite a lot of energy, which is why it can be considered a healthy snack on the go.

### **Macronutrient (carbohydrate, fat, and protein) and energy content:**

For vegans and vegetarians, getting enough protein is often a challenge. Vegetable protein sources are generally less complete in their amino acid profile and have lower biological value. Thus, vegetable protein rarely contains all the essential amino acids, and vegetable protein is most often absorbed and utilized worse than animal protein. Ohpops! snack stands out as a unique plant-based product by having an incredibly high protein content - also compared to e.g., meat. The snack contains almost twice as much protein / 100 g as meat, such as chicken and beef. Protein is made up of different amino acids, and the snack is distinguished by containing all the essential amino acids - the 8 amino acids that the body cannot produce itself, and therefore have to get allocated via the diet. What is special about this particular snack is that the amino acid that is most abundant is precisely the essential and branched-chain amino acid leucine. Leucine is particularly potent for signaling the muscles' new formation of protein and thus essential in maintaining, increasing or counteracting loss of muscle mass - both for the athlete, the teenager in adulthood or the aging with declining muscle mass.

At the same time as the snack's high protein content, it does not contain much energy (just 80 kcal per serving), which otherwise many other snacks and protein bars contain - and there is also a low fat content in the snack - only 13 g / 100 g. And especially in that context, the fat in this snack, is mainly of mono- and polyunsaturated fatty acids. The snack contains 0.67 g of n-3 fatty acids per 100 g, which corresponds to 25% of the recommended intake of n-3 fatty acids. The snack thus contains a considerable amount of the essential polyunsaturated fatty acids linoleate (3.71 g / 100 g) as well as alpha-linoleate (0.67 g / 100 g). alpha-linoleate is the primary n-3 fatty acid. Alpha-linolate is known to play a role in regulating blood\* pressure, inflammation, etc. In addition, alpha-linolate precursors are for EPA (C20: 5n-3) and DHA (C22: 6n-3), both of which are extremely important for brain function as well as vision. (before rapeseed oil)

The carbohydrate content of the snack is 34g / 100g, and it is by far predominantly primarily complex carbohydrates without added sugar. This means a slower rise and better regulation of blood sugar, so large fluctuations in one's blood sugar are avoided, and one does not get tired or hungry again after consuming this snack, unlike other snacks with significant amounts of added sugar. Furthermore, there is a moderate content of dietary fiber 9,5 g / 100 g, 1,9 g per serving, which is good for one's intestinal bacterial composition and helps to meet the dietary guidelines of increasing the intake of dietary fiber to achieve their health benefits (such as boosting in digestion and be associated with reduced risk of cardiovascular disease and cancer).

### **Micronutrients (vitamins and minerals):**

Unlike classic protein bars - or traditional snacks such as chocolate bars, chips or the like - this snack is rich in a cascade of vitamins and minerals. Not only does the snack saturate and add protein to the body, but the snack also contributes with several other important building blocks for the body.

The snack is particularly rich in b vitamins; among others folate (important for cell division - especially important during pregnancy) (100 g snack corresponds to 25% of the recommended daily intake), B6 (important for the immune system - and the formation of antibodies) (100 g snack corresponds to 36% of the recommended daily intake). Vegetarian diet is often incomplete in relation to several B vitamins, which is why this snack can be a good supplement to this diet in relation to B vitamins.

The snack also has a significant content of vitamin E (fat-soluble vitamin, which is an antioxidant and important for the immune system) (100 g of snack corresponds to 35 % of the recommended intake).

Finally - and especially noteworthy, the snack is very rich in iron (100 g snack contains 11.9 mg, this is 79% of recommended intake for women, 132% of recommended intake for men) and magnesium (126% of recommended intake) and zinc (9.6 mg / 100 g, this is 96% of recommended intake). With a vegetarian diet, it can be incredibly difficult to get enough iron from non-animal sources. The high iron content in this snack is therefore extremely advantageous and can be an obvious supplement to a vegetarian or vegan diet.

Primary critical components:

#### **20 g. pr. serving**

- Relatively speaking, the snack contains really many good dietary components that are related to health and in several cases will supplement both a regular and a vegetarian diet in a conducive way. But one serving - i.e., 20 g of the snack - does not contain such significant amounts of much. So in order for it to really move - both in relation to protein / leucine - but also in relation to several of the micronutrients, the snack must be seen as a supplement to a varied diet, or several portions must be consumed daily to "move a lot".

#### **Compared to protein supplements**

- The snack has a nice relative protein content - but can probably not really directly "compete" with classic protein supplements based on whey protein or specifically branched chain amino acids, if the focus is solely on protein content and amino acid profile, leucine content, uptake / absorption kinetics in relation to maximum optimization / stimulation of muscle protein synthesis.