

# AWESOME SUPPLEMENTS PRODUCT GUIDE CHOCOLATE POWDER

Written by Ben Coomber



**AWESOME.**  
**SUPPLEMENTS**

### **Firstly, why write a product guide:**

This product guide, along with the guides for all our other Awesome Supplements have been created to ensure that you know exactly what each Awesome Supplement is for, how to take it, and why. We're not like every other supplement company and make bold claims about how our products will benefit you, whomever you are - selling you a product with clever wording and cherry-picked representations of the research - we want to give you the raw facts and let you make up your own mind.

Every product is different, and so is every person, and you need to buy products based on informed choices that are right for you, based on your own circumstances and needs.

Before you purchase any Awesome Supplements product, it's important to us that you understand what it is you're spending your hard earned money on; what's in the product and at what dose, why is each ingredient there and what it does.

After that, we feel that it's really important to help you understand the proper use of each product in order to allow you to get the greatest benefit possible in return for putting your faith in what we do.

Who is the product for? What is the dosing? When should you take it? Should I take it with something else for maximum benefit? Will it aid me in reaching my goals? Does it work if I...

You'll find all of the answers in these documents.

### **Secondly, a thank you...**

I would like to take this opportunity to personally thank you for showing your interest in Awesome Supplements. I think it's awesome you've clicked to read this document, taking the step to fully inform yourself about a product you are going to buy, as too many have bought supplements over the years simply based on bold claims companies make, well, not at awesome supplements. I'll applaud anyone looking to further their knowledge in the field of exercise, nutrition and supplementation, and it's a key reason awesome supplements exists, not just to provide you with world class supplements, that are properly dosed, but to educate you in the world of health, fitness and supplementation. After all, mastering your body is a life skill, and a journey I want to inspire everyone to go on.

I just want to make you more awesome every day!

Finally, I'd like to thank the guys at <http://www.examine.com/> for allowing us to reference their research fact sheets, and for supporting what we do here at Awesome Supplements. Examine are the go to place for nutrition and supplement research. So if you are ever confused whether a supplement works or not, or what a nutrient does, visit [Examine.com](http://www.Examine.com).

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## Ingredients in our AWESOME Chocolate Powder:

Cocoa powder, l-leucine (contains soya) [l-leucine, emulsifier: soya lecithin]; chocolate flavouring, caramel flavouring, sodium chloride, acidity regulators: dicalcium phosphate; lactase; sweetener: sucralose; natural flavour.

## Nutritional Information

	Per 100g	Per 16.8g
<b>Energy (kj)</b>	719kj	120.8kj
<b>Energy (kcal)</b>	330kcal	55kcal
<b>Fats</b>	10.6g	1.8g
<b>of which saturates</b>	6g	1g
<b>Carbohydrates</b>	43.7g	7.3g
<b>of which sugars</b>	1.4g	0.24g
<b>Fiber</b>	24.9g	4.2g
<b>Protein</b>	15.1g	2.5g
<b>Sodium</b>	0.3g	0g

## How to take AWESOME Chocolate Powder:

Add one scoop to 400ml of whole milk, 300ml semi-skimmed or 250ml skimmed milk, shake well and enjoy a nostalgic taste from childhood. It can even be heated and enjoyed as a hot chocolate drink.

This will give the perfect recovery drink after exercise, but can also be included at any other time of day as a snack or part of a meal if you choose - who doesn't love a hot cup of cocoa!?

Of course, you can feel free to increase your dose of either milk or powder if you prefer the taste or require the extra calories to reach your goals, but the above recommended amounts are calculated to give most people the optimal amount of the amino acid Leucine needed to maximise the recovery process and stimulate muscle protein synthesis.

## Rationale

After you exercise, recovery should be considered of paramount importance. Not only will proper recovery prevent higher than necessary levels of soreness, it will improve the results you get from your hard work AND allow you to come back and train again much sooner.

Recovery is dependent on rest but also on nutrition, specifically protein intake as well as carbohydrate intake and adequate hydration.

Isotonic sports drinks only cover half of this picture by hydrating you and providing carbohydrates to top up your 'fuel stores', and protein powders only cover the other half - helping muscle cells start the repair process - but a third contender has always quietly sat in the background.

Good old fashioned milk has been studied as a recovery aid. It was considered for this purpose because it contains protein, carbohydrates and minerals needed for optimal hydration and, perhaps surprisingly, typically comes out on top compared to any other recovery drink (1). Yes, believe it or not, the expensive products in the shiny tubs tend to pale in comparison to a humble pink of milk.

This is great, but we felt that something was missing.

When considering the subject of recovery, we need to take into consideration something called muscle protein synthesis - the process by which your body uses dietary protein for growth and repair. This process is stimulated maximally when we consume protein rich in the amino acid Leucine, specifically with Leucine being dosed at around 3 grams plus, for most individuals.

To get 3 grams of Leucine from milk, you have to drink quite a lot of it - meaning a lot of calories and a lot of liquid on your stomach before or after a training session. In a 500ml serving of milk, there is the below amount of Leucine, on average:

<b>Whole Milk</b>	<b>1.3g</b>
<b>2% Milk</b>	<b>1.6g</b>
<b>1% Milk</b>	<b>1.5g</b>
<b>Skimmed Milk</b>	<b>1.8g</b>
<b>Goats Whole Milk</b>	<b>1.6g</b>



So for most people wanting around 3g of Leucine plus, your looking at a minimum of 1 litre of milk, which is quite impractical, and can be a lot of calories. For some, one or both of these factors is enough to drive them towards the other supplemental options - which can be expensive per serving.

So what we have done is to create what is probably the simplest, cheapest and yet one of the most effective nutritional recovery products on the market. Adding leucine to your milk directly allows you to drastically reduce the amount of liquid you need to drink to optimise the effects, while the delicious chocolate taste will ensure you look forward to every sip!

As a final note, milk can sometimes be problematic for some people who do not naturally produce the enzyme necessary to digest lactose. We have therefore added a therapeutic dose of the lactase enzyme to help out anyone who may have issues, and also recommend that these people consider using Chocolate Powder mixed with goats milk, which has a naturally lower lactose content.

Milk is an awesome recovery drink so we didn't want to reinvent the wheel; all we did is upgrade to alloys!

## **Who should take this, and who will this product not benefit?**

This product can be used as a snack during the day by anyone who wants a chocolate milk drink without the added sugar calories associated with most commercial varieties.

When used like this, Awesome Chocolate Powder can be used by anyone, but it has more specific applications which are possibly not necessary for some people.

Due to the hydrating properties of milk, this is a recovery product which is ideal for any athlete who needs to rehydrate after an event/training(2). Additionally, anyone who needs muscular recovery after a training session, class or team sports game will benefit due to the protein contained in milk and anabolic nature of milk (3).

If, of course, you are going to have a wholefood meal shortly after training, this product may not really help you beyond the hydrating properties, calories and delicious taste that it provides.

Similarly, if your overall caloric allowance is low, this might not be the best addition to your day, and we would recommend you stick to single ingredient, whole foods in order to stay fuller and make your diet easier to stick to as well, of course, as providing more micronutrients.

Finally, those who are severely lactose intolerant or who have other reasons not to drink milk would do well to look at other ways to replenish glycogen, 'activate' MPS and drink something tasty!

If, however, you have the calories to spare, you are living a busy life which may make nutrition difficult to come across at times and therefore 'covering your bases' is a good idea, or you like the psychological feeling of finishing a gym session and mixing up your recovery shake, then this is what you've been waiting for!

Awesome Chocolate Powder would also be a perfect solution for anyone repeatedly training during the day, maybe you're at a rugby 7s tournament, or a Frisbee championship, or out on a long ramble, where a constant stream of easily digested protein, carbohydrates and micronutrients are needed, Chocolate Powder is perfect.

## What do Examine say?

Of Leucine, Examine.com state “Leucine is the primary Branched Chain Amino Acids, and is the BCAA where most benefit is given to. Supplementing Leucine on its own is still beneficial and may be cheaper than Branched Chain Amino Acids mixes.”

They also state “It tends to be taken either in a fasted state or alongside meals with an inherently low protein content (or protein sources that are low in leucine).”

The only warning they mention is that Leucine products tend to taste bitter, but we are happy to say Awesome Chocolate Milk tastes incredible – we really are proud of this one.

For more information, please check out: <http://examine.com/supplements/leucine/>

## Allergy Information

Produced in a factory that also handles gluten, egg, peanuts and various types of nuts and seeds.

## Anything Else to Note

The recommended servings of milk are 400ml whole, 300ml semi skimmed and 250ml skimmed milk, as these all provide around 1 gram of leucine and therefore your total drink will provide 3 grams which is the theorised amount required on average to do the job, according to the available research.

If you are an especially large or small individual, however, it is pertinent to note that a calculation of 0.05g per kilogram of bodyweight for leucine intake per meal is also mentioned in the research, and you can feel free to calculate your own personal needs from there, thus allowing you to calculate your leucine needs on a meal by meal basis.

## References

- Brian D-Roy. Milk: the new sports drink? A Review. J Int Soc Sports Nutr. 2008; 5: 15. Epub 2008 Oct 2
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**Ben Coomber**

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# About The Author

PERFORMANCE NUTRITIONIST, COACH, SPEAKER & WRITER

**AFTER 10 YEARS IN THE HEALTH AND FITNESS INDUSTRY; COACHING PEOPLE, TEACHING, PUBLIC SPEAKING, EDUCATING, WRITING, THERE WAS STILL A BIG FRUSTRATION I HAD, THE SUPPLEMENT WORLD. THERE ARE SUPPLEMENTS EVERYWHERE, AND WE ARE BECOMING MORE AND MORE HEALTH CONCIIOUS, WHICH IS A GOOD THING. BUT ONLY IF WE ARE EDUCATED AS CONSUMERS AS TO WHAT TO BUY AND WHY. THIS IS WHY I HAD TO CREATE AWESOME SUPPLEMENTS.**

I originally got into this industry to help others after going on my own journey. After losing 5.5 stone, getting rid of my eczema, ADHD and IBS, and turning my body into a highly tuned athlete (my sport is rugby), I realised that this is the most powerful journey anyone can go on in life. A journey that empowers you with your health, body and mind. A journey to realise your true potential. A journey that makes you truly AWESOME. And I want to do this with you, by helping you and teaching you, and AWESOME Supplements is one of my vehicles to do this.

I have the UK's #1 rated health and fitness podcast on iTunes 'Ben Coomber Radio' with regular Q&A's and expert interviews with experts such as Layne Norton, John Meadows, John Keifer, CT Fletcher, Elliot Hulse, Scott Baptie and many more, a nutrition coaching company, this supplement line, and a vast backlog of education I have done for others over the years.

Come find me and my work on all the links below, if there is anything I can help you do, if it's not change, is aiding you to keep finding the information to aid in that change. One thing you must do from today is value your, health, energy, vitality and fitness, it's everything, everyday should be spent feeling, looking and being awesome, and that's my aim, for you.

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