# What’s in your protein shake?



**Importance of Quality Ingredients in Protein Drinks Highlighted by Nutritionist Jenna Hope**

Today, Jake Food hears the latest from the ever-growing market of health supplements, where nutritionist Jenna Hope has offered critical insights into the nuances of selecting protein drinks. Partnering with BOL Foods, Hope emphasised the significance of ingredient quality in these popular beverages.

"Some protein drinks can be a useful way to increase your protein intake and support your nutrition on the go," Hope remarked. However, Jake has heard her caution that not all protein drinks are created equal, and the benefits they offer are heavily dependent on their compositions.

The nutrition expert pointed out that many of these drinks are laden with synthetic ingredients and artificial sweeteners. Such components, while extending shelf life and enhancing flavour, may detract from the overall health benefits these drinks purport to offer. Synthetic ingredients can sometimes cause adverse reactions in consumers, particularly those with sensitivities or allergies.

Jake Food hears Hope recommending that consumers aim for protein drinks made predominantly with whole foods and free from artificial sweeteners or bulking agents. Whole foods-based protein drinks are generally more beneficial as they retain more of the nutrients and deliver a more balanced nutritional profile.

The partnership between Hope and BOL Foods aims to educate the public on making informed choices amidst the array of available protein drinks. By highlighting the importance of natural ingredients, they seek to promote more healthful consumption practices.

As consumers increasingly turn to convenient sources of nutrition to accommodate their busy lifestyles, the insights provided by professionals like Hope could play a crucial role in influencing purchasing decisions. The increased awareness around the drawbacks of synthetic elements in protein drinks may steer more people towards cleaner, more natural options in their diet.