

HIGH-PROTEIN JUNK FOOD

It seems that the buzz word these days is Protein. Want to spike sales of a junk food? Just add protein.

Kodiak Brownie Power cup boasts 10g protein!! Yes, it does have whole grains, gluten, whey, and eggs, but the first ingredient in each 280 cal. cup is added sugar. A half days' worth. Then there is semi-sweet chocolate and palm oil supplying a quarter of a day's worth at 5 grams. Where does the "Power" come from? The power of marketing!

Fitzels protein pretzels is advertised as a super snack with 20g. of protein for muscles. And all it took was a dollop of pea protein to turn these white-flour pretzels into a "health food." You can get 20 grams of "plant- based protein" if you eat the entire bag (which is 3 servings), and then you also get 380 calories and 900 milligrams of sodium!

So be careful out there with these protein-fortified cookies, waffles, popcorn, etc. It's no different than overdoing regular cookies, waffles, and popcorn, or any other snack food.