

Peanut Blog

An ounce of information



Optimum comes out with a crispy and almost bite-sized protein bar in China

Optimum Nutrition is well known for having a different selection of supplements in different parts of the world, especially in major markets like the United Kingdom, Europe, and Australia.

One of the biggest things we've noticed is that the legacy brand tends to make all sorts of functional items you just can't get anywhere else. This month we're seeing some more of that, although not out of the usual places, but in China. New to market here in July for Optimum Nutrition fans in China is the Double Layer Crispy Protein Bar, which is a Rice Krispies Treat-style snack with a light and crispy main body and a hard, flavorful base layer. While it does look like a standard-sized bar, it's actually quite small, tipping the scales at 30g a piece, explaining why it has just 9.3g of protein in total, moderate carbohydrates, low sugar, and a calorie count of 110.

As far as flavors go, Optimum Nutrition China's almost bite-sized Crispy Protein Bar comes in only traditional options with a smooth Peanut Butter and, for the chocolate lovers out there, Cocoa Brownie. The former looks to provide the ever-familiar salty, sweet, and smooth taste of peanut butter and the latter is all about rich and decadent chocolate, both of which are now available to find and buy in China.

ESN and More Nutrition have become two of the biggest names in European sports nutrition and functional foods, although today they sit alongside several other rapidly growing brands under The Quality Group umbrella, including Raw Nutrition and Bum Energy. Between relentless product innovation, category expansion, and growing international reach, the company has steadily built one of the industry's strongest portfolios, and that momentum is clearly continuing.

The Quality Group has now announced one of its biggest milestones yet, revealing organic revenue growth of more than 40% in the first half of 2026, reaching over €850 million (967 million USD). That is an incredibly impressive figure considering the business only crossed the €1 billion mark for the entirety of 2025. The company credits the acceleration to broad-based growth across ESN, More Nutrition, Raw Nutrition, and Bum Energy, as well as categories, channels, and markets.

The numbers become even more remarkable when you consider just how active The Quality Group has been over the last several months. ESN has continued pumping out premium supplements, More Nutrition has kept expanding with creative snacks and lifestyle products, while Raw Nutrition and Bum Energy have also added to the momentum. If the group has already generated €850 million in only six months, we have to imagine \$2 billion USD across all of 2026 is likely.

Source: <https://www.stack3d.com/2026/07/flaming-phoenix-high-calorie-bar/>