

Hormbles Chormbles introduces high-protein, zero-sugar candy bars

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Hormbles Chormbles, a brand set to disrupt the candy industry, launched its first line of high-protein, zero-sugar, chocolate-flavored candy bars. Packed with 10g protein, 0g sugar, and 100 calories, Hormbles Chormbles exists to “Make Candy

Make Sense,â• born out of the idea that there should be a guilt-free option for those looking for a healthier, delicious indulgence.

Founded by Jared Smith, Co-Founder of RXBAR, Hormbles Chormbles was created to bridge the gap between the candy aisle and the nutrition world. Unlike other protein snacks trying to imitate candy, Hormbles Chormbles is candy first, made for those looking for a sweet treat with added nutritional value. With sugar removed, each 33g Hormbles Chormbles bar is crafted using high-quality whey and milk protein, meaning it is nutrient-rich and contains all essential amino acids. Not only is it satiating, but it is also functional and effective for muscle recovery.

â•Candy never really made sense to me,â• said Jared Smith, Hormbles Chormbles Founder and CEO. â•At RXBAR, we prioritised transparency and whole food ingredients, yet I still found myself reaching for whatever candy or snack was around. I had a cognitive dissonance with nutrition. I understood its importance, but I still craved candy. There was an opportunity to bridge the gap between the nutrition world and candy. Thatâ•s why we created Hormbles Chormbles. We removed the sugar and calories, then added protein, and made candy that makes sense.â•