



**cleanish**

**CLEANISH  
PROTEIN  
BAR  
GUIDE**

2025 CHOCOLATE BAR RANKINGS

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## Note About The Protein Bars Tested

The 35 bars I tested were based on the brands and flavors available at my local grocery store — not every protein bar on the market.

I grabbed a chocolate or chocolate-adjacent flavor from every brand they carried, but depending on where you live, you might see different options.

This guide is based on real-life shopping — not a sponsored list or curated collection.

## Cleanish Protein Bar Guide

A good protein bar should fuel your body, not just taste like a treat. Here's the simple, no-nonsense standard we use to filter through all the options:

### 1. Better Than a Candy Bar

We apply the “Snickers Rule” — every bar must have:

- More protein than a Snickers (at least 5g protein)
- Less added sugar than a Snickers (less than 26g added sugar)
- Less than 12 grams total fat

### 2. Minimum Protein Threshold

We want a real source of protein — not just a snack with marketing spin.

- Bars must have at least 10g of protein per serving.  
(Otherwise, you could just add a scoop of collagen to coffee and do better.)

### 3. Reasonable Sugar Content

A little natural sweetness is fine — but it shouldn't dominate the bar.

- Bars must contain 10g or less of added sugar.
- Bonus points for bars naturally sweetened with fruit, honey, or stevia, rather than sugar alcohol overload.

### 4. Ingredient Quality Matters

We prioritize bars with:

- Shorter ingredient lists
- Whole-food sources (nuts, seeds, dates, eggs, etc.)
- Minimal fillers, additives, and artificial sweeteners

Bars packed with cheap fibers, weird thickeners, and endless isolates? Hard pass.

## 5. Taste + Texture Still Count

Let's be honest: we're not interested in eating cardboard bars just because they have good macros. Cleanish-approved bars have to be something you actually enjoy eating — smooth, chewy, and craveable.

This balanced approach is what makes a bar Cleanish: Good enough for real life, clean enough to feel great about.

# Eliminations

## Eliminated Because of The Snickers Rule

If a bar had more added sugar than a Snickers or barely any more protein, it's not really a "protein bar" — it's just candy in disguise. Those didn't make the cut.

Brand	Flavor
Think	Chocolate Peanut Butter Pie
Thunderbird	Hazelnut Coffee Maca
Verb	Chocolate Peanut Butter Cup
Power Crunch	Peanut Butter Pretzel
Met-Rx	Peanut Butter Pretzel
Taos Bakes	s'mores
Gatorade	Peanut Butter Chocolate
Nick's	Almond Choklad Krunch
Kind	Dark Chocolate Nuts & Sea Salt
Kate's Real Food	Peanut Butter Dark Chocolate
Zing	Dark Chocolate Coconut
Bobo's Protein	Double Chocolate Almond Butter
IQ Bar	Chocolate Sea Salt
Anabar	Triple Chocolate Wasted

## Eliminated Because of The Protein Rule

If a bar had less than 10g of protein, it wasn't pulling its weight. You could get more protein with a quick collagen boost — so these got filtered out.

Brand	Flavor
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Bearded Brothers	Almond Butter Chocolate
KiZE	Chocolate Sea Salt
88 Acres	Dark Chocolate Sea Salt

## Eliminated During The Added Sugar Rule

While a little natural sugar is okay, too much added sugar defeats the purpose. Bars with more than 10g of added sugar were out — Cleanish is about better balance.

Brand	Flavor
Clif Bar	Chocolate Chip
GoMacro	double chocolate + peanut butter chips
NuGo Dark	Chocolate Chocolate Chip

## Eliminated After Taste & Texture Tasting

Even if the macros looked good, some bars were just too dry, chalky, or strange-tasting to recommend. If it's not something you'd actually want to eat, it's not worth it.

Brand	Flavor
No Cow	Chocolate Chip Cookie Dough
Battle Bars	Chocolate
Raw Rev	Double Chocolate Brownie Batter
Mindright	Chocolate Sea Salt
Quantum	Peanut Butter Dark Chocolate

## Top 10 Bars

After all the taste-testing, ingredient checking, sugar analyzing, and Cleanish scoring — these are the protein bars that rose to the top.

Some were better for ingredients. Some were better for flavor. A few surprised me.

Brand	Flavor	Rating (out of 10)
Fit Crunch	Chocolate Chip Cookie Dough	5.8
Unite	Churro	5.8
Mezcla	Hot Chocolate	6.1
ONE Bar	Chocolate Chip Cookie Dough	6.3
Quest	Chocolate Chip Cookie Dough	6.4
Fulfil	Chocolate Peanut Caramel	6.7
Built Puff	Brownie Batter	7.0
Aloha	Chocolate Chip Cookie Dough	7.3
Barebells	Cookies & Cream	7.7
RX Bar (Overall Pick)	Chocolate Sea Salt	8.4

## Overall Pick

After testing 35 bars, narrowing it down with real-life criteria, and scoring for taste, ingredients, macros, and more — the RX Bar bar stood out above the rest.

This is the protein bar I'd actually buy again and again.

It's clean, consistent, satisfying, and passes every Cleanish test with flying colors.

## The 5-Second Protein Bar Checklist

Standing in the grocery store trying to figure out which protein bar is actually worth it?

Use this simple Cleanish checklist. In just a few seconds, you'll know whether a bar fits your goals — or if it's better left on the shelf.

- 10g or more of protein
- 10g or less added sugar
- Short, simple ingredient list
- Real-food sweeteners (dates, honey, stevia > sugar alcohols)
- Tastes good enough you'd actually eat it again
- Less than 25 total ingredients

15



cleanish **5.4/10**  
RATING

- ✓ 20g protein, 1g sugar
- ✗ Extremely dry & chalky
- ✗ Lowest overall score

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**NOT WORTH IT**

14



cleanish **5.5/10**  
RATING

- ✓ 17g protein
- ✓ Husband-approved
- ✗ Super dense
- ✗ Not crispy

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**NOT WORTH IT**

13



RAW★REV®

cleanish RATING 5.6/10

- ✓ Cleanish ingredients
- ✗ Strange texture
- ✗ Overly oily

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NOT WORTH IT

12



mindright

cleanish RATING 5.7/10

- ✓ Nootropics + adaptogens
- ✗ Bitter, odd aftertaste
- ✗ Not family-approved

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NOT WORTH IT

11



cleanish RATING 5.8/10

- ✓ Pretty balanced macros
- ✓ (Some) Kid-approved
- ✗ Not good enough to buy
- ✗ Dry, crumbly texture

NOT WORTH IT

10

DRY ROBERT IRVINE'S FIT CRUNCH



cleanish RATING 5.8/10

- ✓ High Protein
- ✓ Budget-Friendly
- ✗ Not Cleanish
- ✗ Mixed Family Scores

CATEGORY	SCORE
PROTEIN-TO-CALORIE	8
SUGAR & SWEETENERS	4
INGREDIENT QUALITY	3.5
Taste & Texture	6.5
Cost	7

MIDDLE OF THE ROAD

9

UNITE™



- ✓ Better ingredients
- ✓ Budget-Friendly
- ✗ Lots of sweeteners
- ✗ Mellow and dry

cleanish RATING 5.8/10

CATEGORY	SCORE
PROTEIN-TO-CALORIE	6
SUGAR & SWEETENERS	5
INGREDIENT QUALITY	6
Taste & Texture	6
Cost	6

MIDDLE OF THE ROAD

8

MEZCLA



- ✓ Family-approved
- ✓ Husband-approved
- ✗ Not cleanish
- ✗ Lots of ingredients

cleanish RATING 6.1/10

CATEGORY	SCORE
PROTEIN-TO-CALORIE	6
SUGAR & SWEETENERS	6
INGREDIENT QUALITY	5
Taste & Texture	7.5
Cost	6

MIDDLE OF THE ROAD

# 7 ONE



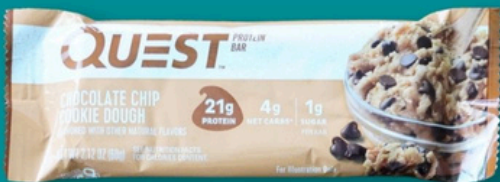
- ✓ Decent taste
- ✓ Better macros
- ✗ Highly processed
- ✗ Not kid or husband approved

cleanish RATING 6.3/10

CATEGORY	SCORE
PROTEIN-TO-CALORIE	10
SUGAR & SWEETENERS	6
INGREDIENT QUALITY	5
Taste & Texture	6
Cost	4.5

MIDDLE OF THE ROAD

# 6 QUEST



- ✓ Good macros
- ✗ Highly processed
- ✗ Not kid or husband approved

cleanish RATING 6.4/10

CATEGORY	SCORE
PROTEIN-TO-CALORIE	10
SUGAR & SWEETENERS	4
INGREDIENT QUALITY	6
Taste & Texture	6
Cost	4.5

MIDDLE OF THE ROAD

5

FULFIL



- ✓ Decent macros
- ✓ More affordable
- ✗ Lots of ingredients
- ✗ Artificial ingredients

cleanish RATING 6.7/10

CATEGORY	SCORE
PROTEIN-TO-CALORIE	9
SUGAR & SWEETENERS	7
INGREDIENT QUALITY	3
Taste & Texture	5.3
Cost	9

MIDDLE OF THE ROAD

4

BUILT



- ✓ Great macros
- ✓ Fun texture
- ✓ Kid-approved
- ✗ Sugar alcohols and palm oil

cleanish RATING 7.0/10

CATEGORY	SCORE
PROTEIN-TO-CALORIE	10
SUGAR & SWEETENERS	6
INGREDIENT QUALITY	5
Taste & Texture	8
Cost	6

TOP PICK

# 3 ALOHA



- ✓ Cleanish-approved
- ✓ Mostly real ingredients
- ✗ Not kid-approved
- ✗ Not great flavor

cleanish RATING 7.3/10

CATEGORY	SCORE
PROTEIN-TO-CALORIE	7
SUGAR & SWEETENERS	10
INGREDIENT QUALITY	8.5
Taste & Texture	5
Cost	6

TOP PICK

# 2 Barebells



- ✓ Kid-approved
- ✓ Good texture
- ✓ Great macros
- ✗ Artificial ingredients

cleanish RATING 7.7/10

CATEGORY	SCORE
PROTEIN-TO-CALORIE	10
SUGAR & SWEETENERS	8
INGREDIENT QUALITY	5
Taste & Texture	9.5
Cost	6

TOP PICK

**1**

**RXBAR®**

- ✓ Cleanish-approved
- ✓ Family-approved (mostly)
- ✓ Great ingredients
- ✗ Not very high in protein

**cleanish**  
**RATING 8.4/10**

CATEGORY	SCORE
PROTEIN-TO-CALORIE	6.5
SUGAR & SWEETENERS	10
INGREDIENT QUALITY	10
Taste & Texture	8.5
Cost	7

**TOP PICK**

**Remember — Cleanish is the Goal, Not Perfect**

You don't have to eat perfectly to feel your best. You just need to make consistent, intentional choices that build momentum over time. Progress over perfection — always.

**Ready for More Cleanish Goodness?**

Explore our clean protein powders, collagen, and more at [cleanish.com](https://cleanish.com).