

MuscleTech partners with All-Pro Tight End Rob Gronkowski

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MuscleTech, the leading sports nutrition supplement brand in America, is proud to announce its partnership with All-Pro Tight End Rob Gronkowski to develop the all-new Gronk Signature Protein Candy Bar. The Gronk Bar was personally formulated with the highest performance athlete standards required of top fitness enthusiasts, yet it is versatile enough to support any active lifestyle. It delivers all the quality nutritionals you would expect from a high-protein energy bar and tastes just like a delicious candy bar – so consumers can enjoy a guilt-free, satisfying, healthy snack option.



The partnership is for the development of the the all-new Gronk Signature Protein Candy Bar.

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"One of our highest priorities at MuscleTech is to ensure that we not only provide competitive athletes with the fuel they need to perform at their greatest potential, but also continue delivering nutritional supplements and snacks that on-the-go users will love as a part of their everyday lifestyle. The Gronk Signature Protein Candy Bar delivers 20g of protein sourced primarily from muscle-fueling whey protein and only 3g of sugar," says Iovate Health Sciences International Inc. Chief Marketing Officer, Brian Cavanaugh. "As a champion-caliber athlete, Gronk is a natural fit for this partnership and helped build the ideal nutritional profile with our nutritionists. With his relentless drive, infectious spirit and engaging media personality, we are excited to tell the world about his newest addition to his nutritional regimen as he prepares for another football championship run this fall."

"I'm pumped that I've been able to help design a high-quality protein bar that is good for you and tastes incredible – better than the unhealthy candy bar options on the market today. Fueling my performance gains never tasted so good and I can't wait to see what fans have to say about this bar once people try it," says Rob Gronkowski.