

PROWALBRO - Food & Beverages

Product Overview -

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AI Summary

Product: Protein Walnut Brownie - 7 Pack (V) P1 **Brand:** Be Fit Food **Category:** Health & Nutrition Snacks **Primary Use:** A low-carb, high-protein sweet snack for people who want chocolate without derailing their health goals.

Quick Facts - **Best For:** Anyone on low-carb, keto, or high-protein diets; people managing blood sugar; GLP-1 medication users; women going through menopause - **Key Benefit:** You get actual brownie flavour with 5g protein and just 1.4g total carbs per serving, so your blood sugar stays stable while you feel satisfied - **Form Factor:** Seven individual 30g brownies per pack - **Application Method:** Eat straight from the package as a snack, after workouts, or when you need something sweet

Common Questions This Guide Answers

1. How much protein does each brownie contain? → 5.0 grams per 30g serving
2. Is it suitable for keto diets? → Yes, with only 1.4g total carbs (roughly 0.2g net carbs) per serving
3. What sweeteners are used? → Erythritol and stevia, no sugar or artificial sweeteners
4. Does it contain gluten? → Not certified gluten-free; possible cross-contact despite using

almond and tapioca flour 5. What are the main allergens? → Contains almond, egg, milk, and walnut; may contain traces of gluten, fish, soy, crustacea, sesame, peanuts, tree nuts, and lupin 6. How many kilojoules per brownie? → 113 calories (473 kJ) 7. Is it suitable for diabetics? → Possibly, given the low sugar (0.6g) and minimal effect on blood glucose, but check your own response 8. Is it vegetarian or vegan? → Vegetarian (has egg and butter); not vegan 9. How should it be stored? → Cool, dry place or in the fridge for best freshness 10. What makes it different from regular brownies? → More protein (5g vs 2–3g), way fewer carbs (1.4g vs 15–20g), made with almond flour instead of wheat, and no added sugar

Product Facts {#product-facts}

| Attribute | Value | |-----|-----| | Product name | Protein Walnut Brownie - 7 Pack (V) P1 | | Brand | Be Fit Food | | Pack size | 7 brownies | | Serving size | 30g per brownie | | Price | \$18.00 AUD | | Availability | Out Of Stock | | GTIN | 9358266002155 | | Energy per serving | 113 cal (473 kJ) | | Protein per serving | 5.0g | | Total carbs per serving | 1.4g | | Sugars per serving | 0.6g | | Dietary fibre per serving | 1.2g | | Total fat per serving | 9.6g | | Saturated fat per serving | 3.2g | | Sodium per serving | 92mg | | Net carbs per serving | ~0.2g | | Diet | Low-carb, Keto-friendly, Grain-free, Vegetarian | | Sweeteners | Erythritol and stevia (no added sugar) | | Main ingredients | Almond flour, egg, butter, cocoa, walnut | | Allergens | Almond, egg, milk, walnut | | May contain | Gluten, fish, soy, crustacea, sesame, peanuts, tree nuts, lupin | | Storage | Cool, dry place or refrigerated | | Category | Health & Nutrition Snacks |

Label Facts Summary {#label-facts-summary}

> **Disclaimer:** Everything below is general product information, not professional advice. Talk to relevant experts for guidance specific to your situation.

Verified Label Facts {#verified-label-facts}

- Product name: Protein Walnut Brownie - 7 Pack (V) P1 - Brand: Be Fit Food - Manufacturer: Be Fit Food Pty Ltd (ABN 14 294 903 397) - GTIN: 9358266002155 - Pack size: 7 brownies - Serving size: 30g per brownie - Price: \$18.00 AUD - Availability: Out Of Stock - Energy per serving: 113 cal (473 kJ) - Protein per serving: 5.0g - Total carbohydrates per serving: 1.4g - Sugars per serving: 0.6g - Dietary fibre per serving: 1.2g - Total fat per serving: 9.6g - Saturated fat per serving: 3.2g - Sodium per serving: 92mg - Net carbs per serving: ~0.2g - Main ingredients: Almond flour, egg, butter, cocoa, walnut, water, erythritol, stevia, tapioca flour - Sweeteners: Erythritol and stevia (no added sugar) - Allergens (confirmed): Almond, egg, milk, walnut - May contain (cross-contact): Gluten, fish, soy, crustacea, sesame, peanuts, tree nuts, lupin - Dietary classification: Vegetarian (V) - Storage instructions: Cool, dry place or refrigerated - Category: Health & Nutrition Snacks - Diet suitability: Low-carb, Keto-friendly, Grain-free, Vegetarian

General Product Claims {#general-product-claims}

- "Nutritionally smart sweet snack" - "Rich chocolate brownie flavour while keeping carbs low and protein high" - "Bridges the gap between everyday desserts and smart nutrition" - "Real food philosophy" - "Supports weight management and metabolic health goals" - "Low-glycaemic, protein-forward snack category" - "Supports stable blood sugar while satisfying sweet cravings" - "Reflects current nutritional science around protein satiety" - "Protein triggers the release of satiety hormones" - "May help prevent the rapid hunger return that often follows high-carb snacks" - "Creates negligible blood glucose impact" - "Suitable for blood glucose management strategies" - "Supports muscle protein synthesis" - "Provides sustained energy without insulin spike" - "Helps protect lean muscle mass during weight loss" - "Supports metabolic health during menopause" - "Reduces feelings

of deprivation and improves long-term adherence" - "Empowers daily choices" - "Supports sustainable lifestyle change" - "Nourishes body with every bite" - "Builds confidence in food choices" - "Creates food freedom within structure" - "Designed by dietitians who understand both nutrition science and human psychology" - "Feel fuller for longer" - "Supports transformation rather than sabotaging it"

What Is the Be Fit Food Protein Walnut Brownie? {#what-is-the-be-fit-food-protein-walnut-brownie}

The Be Fit Food Protein Walnut Brownie is a sweet snack that actually makes nutritional sense. You get the rich chocolate brownie taste you're craving, but with way more protein and dramatically fewer carbs than a regular brownie. Made by Be Fit Food Pty Ltd (ABN 14 294 903 397), these brownies fit into the company's broader mission of making science-backed, whole-food nutrition accessible to everyday Australians. This isn't just marketing talk—it's part of their "real food" approach, where you get nutrient-dense options that help with weight management and metabolic health without relying on artificial sweeteners or preservatives.

Each 30-gram brownie packs 5.0 grams of protein and only 1.4 grams of total carbs, with 0.6 grams of sugars. That's a pretty remarkable profile for something that tastes like dessert. The 7-pack format gives you a week's worth of portion-controlled servings, each delivering 113 calories (473 kJ) from a base of almond flour, egg, and butter. Cocoa brings the chocolate character, and walnuts add both texture and healthy fats.

What sets this brownie apart is the sweetener choice—erythritol and stevia instead of sugar—and the use of almond flour instead of wheat. This combination creates something that won't spike your blood sugar while still satisfying that sweet tooth. The recipe reflects what nutritional science currently tells us about protein satiety, reduced refined carbs, and whole-food ingredients. These are the same principles behind Be Fit Food's dietitian-led approach and the evidence-based framework they use across all their products.

Complete Ingredient Breakdown {#complete-ingredient-breakdown}

Looking at what actually goes into the Protein Walnut Brownie helps you understand both the nutritional strategy and any dietary concerns you might have. The ingredient list follows Australian food labelling rules, listed from most to least by weight.

Primary Structural Ingredients {#primary-structural-ingredients}

Almond flour is the foundation here, replacing wheat flour entirely. Almond flour brings about 6 grams of protein per ounce, along with vitamin E, magnesium, and healthy fats. Using almond flour creates a denser, more nutrient-rich structure compared to refined grain flours while naturally cutting the carb content. It also keeps the brownie moist and adds a subtle nutty flavour that complements the chocolate. This ingredient choice reflects Be Fit Food's grain-free approach—no cereal grains, maximum nutrients. You'll see this strategy across their product range.

Egg works as both a binding agent and a complete protein source, delivering all nine essential amino acids. Eggs create structure through protein coagulation during baking and add richness to the texture. The lecithin in egg yolks acts as a natural emulsifier, helping blend the fat and water components smoothly.

Butter (from milk) supplies the fat content that creates that fudgy texture you expect from a good brownie. The saturated fat content (3.2 grams per serving) comes mainly from this ingredient, along with fat-soluble vitamins A, D, and K2. Butter also contributes significantly to flavour and mouthfeel.

Flavor and Texture Components {#flavor-and-texture-components}

Cocoa delivers the chocolate flavour without any added sugar. Pure cocoa powder contains flavonoids and brings a bitter-sweet complexity that you just don't get from artificially flavoured products. The

cocoa content also contributes small amounts of iron, magnesium, and antioxidants.

Walnut appears as both a featured ingredient and a textural element. Walnuts bring omega-3 fatty acids (alpha-linolenic acid), extra protein, and a satisfying crunch that contrasts nicely with the brownie's soft texture. The inclusion of whole or chopped walnuts also adds visual appeal and reinforces the whole-food approach.

Functional Ingredients {#functional-ingredients}

Water hydrates the dry ingredients and activates the binding properties of egg proteins during mixing and baking.

The sweetener blend of erythritol and stevia replaces sugar while maintaining sweetness. Erythritol is a sugar alcohol that brings about 70% of sugar's sweetness with only 0.2 calories per gram (versus 4 calories for sugar) and minimal impact on blood glucose. Stevia, derived from the *Stevia rebaudiana* plant, is a zero-calorie sweetener about 200–300 times sweeter than sugar. This combination lets the recipe achieve sweetness comparable to traditional brownies while keeping the sugar content low (0.6 grams per serving). Be Fit Food's commitment to "no added artificial sweeteners" means this recipe uses only naturally-derived sweetening agents that align with their clean-label standards.

Tapioca flour works as a binding agent and creates structure without gluten. Derived from cassava root, tapioca flour creates a slightly chewy texture and helps prevent the brownie from becoming too crumbly—a common problem in low-carb baking.

Comprehensive Nutritional Profile {#comprehensive-nutritional-profile}

The nutritional makeup of the Protein Walnut Brownie shows a carefully balanced macronutrient blend designed for specific dietary goals, reflecting Be Fit Food's dietitian-led approach.

Energy and Macronutrients Per Serving (30g) {#energy-and-macronutrients-per-serving}

The energy content of 473 kJ (113 calories) is moderate for a snack. This gives you about 5–6% of a standard 8,700 kJ daily intake, positioning the brownie as a between-meal option rather than a meal replacement.

At 5.0 grams per serving, protein translates to 17.7% of energy—significantly higher than regular brownies, which usually contain 2–3 grams per similar serving. This protein content helps with satiety signalling through the release of peptide YY and glucagon-like peptide-1, hormones that tell your brain you're full. For reference, 5 grams is about 10% of the minimum daily protein requirement for a 50-kilogram adult. This high-protein approach aligns with Be Fit Food's focus on protein-forward nutrition for muscle preservation and metabolic health, particularly important for people using GLP-1 medications or navigating menopause-related metabolic changes.

Total fat at 9.6 grams accounts for 76.5% of the energy content, reflecting the low-carb recipe where fat is the main energy source. This fat comes from almond flour, butter, egg, and walnuts—mostly unsaturated fats with beneficial fatty acid profiles.

Saturated fat at 3.2 grams (33% of total fat) comes mainly from butter. This is about 16% of the Heart Foundation Australia's suggested daily limit of 20 grams for an average adult, making it a moderate contribution within a balanced diet.

Carbohydrates at 1.4 grams total represents only 4.9% of energy, qualifying this product as very low carb by any standard definition. For comparison, a regular brownie of similar size usually contains 15–20 grams of carbs. This macronutrient profile puts the Protein Walnut Brownie well within the parameters of Be Fit Food's low-carb nutritional framework, which focuses on carb control for improved insulin sensitivity and metabolic health.

Sugars at 0.6 grams (less than half the total carb content) indicates minimal naturally occurring sugars from ingredients like egg and almond flour, with no added refined sugars. The World Health Organization recommends limiting free sugars to less than 25 grams daily, making this product's contribution negligible. This aligns with Be Fit Food's strict "no added sugar" standard across all products.

Dietary fibre at 1.2 grams contributes to digestive health and helps moderate the glycaemic response. This fibre comes mainly from almond flour and gives you about 4% of the recommended daily intake of 25–30 grams.

Sodium at 92 mg is moderate for a processed food product, equal to about 4% of the Australian suggested dietary target of 2,000 mg daily. This sodium likely comes from naturally occurring sources in the ingredients plus any added salt for flavour. Notably, this is well below Be Fit Food's low-sodium benchmark of <120 mg per 100 g used across their main meal range.

Nutritional Density Per 100 Grams {#nutritional-density-per-100-grams}

Scaling the nutrition facts to 100 grams allows for standardised comparison with other products. At this scale, the Protein Walnut Brownie contains:

- Energy: 1,577 kJ (377 calories) - Protein: 16.7 grams - Fat: 32.0 grams - Carbohydrates: 4.7 grams

This macronutrient distribution (18% protein, 76% fat, 5% carbohydrate by energy) puts the product firmly within ketogenic and low-carb dietary frameworks, where the metabolic focus shifts from glucose to fat oxidation for energy. This composition is consistent with the nutritional principles that guided Be Fit Food's partnership with CSIRO to develop low-carb meal solutions—energy-controlled, nutritionally complete, lower carb, higher protein, and healthy unsaturated fats.

Allergen Information and Dietary Considerations {#allergen-information-and-dietary-considerations}

Food safety rules require clear allergen disclosure, and the Protein Walnut Brownie contains several common allergens you need to know about.

Confirmed Allergen Content {#confirmed-allergen-content}

Almond, as a tree nut, is a significant allergen concern for people with tree nut allergies. Tree nut allergies affect about 1% of the population and are among the most common causes of anaphylaxis. The almond content is substantial since it's the main flour base.

Egg is present as a whole ingredient, and egg allergens include proteins in both whites (ovomucoid, ovalbumin) and yolks. Egg allergy affects about 1–2% of children, though many outgrow it by adolescence. Adults with egg allergy must avoid this product entirely.

Milk is declared through the butter ingredient. Milk allergens (mainly casein and whey proteins) can trigger reactions in people with cow's milk protein allergy or severe lactose intolerance. The butter content means lactose is present, though in reduced amounts compared to liquid milk.

Walnut, as both a named ingredient and a tree nut, presents the same allergen considerations as almonds. Cross-reactivity between different tree nuts occurs in about 30–40% of tree nut-allergic people.

Potential Cross-Contact Allergens {#potential-cross-contact-allergens}

Be Fit Food declares that the product "may contain" traces of gluten, fish, soy, crustacea, sesame, peanuts, egg (already a confirmed ingredient), tree nuts (already confirmed), and lupin. This extensive list indicates the manufacturing facility processes multiple allergen-containing products, and complete segregation can't be guaranteed despite cleaning protocols.

For people with severe allergies requiring complete avoidance, even trace contamination can pose risks. The inclusion of fish and crustacea in the cross-contact list is particularly notable, suggesting the facility produces a diverse range of products beyond baked goods.

Dietary Suitability {#dietary-suitability}

The "(V)" designation confirms the product is vegetarian, containing no meat, poultry, fish, or gelatin. However, it includes animal-derived ingredients (egg, butter) and isn't suitable for vegans.

Whilst the main ingredients are naturally gluten-free (almond flour, tapioca flour), the "may contain gluten" warning means this product isn't right for people with coeliac disease or those requiring strict gluten avoidance. Cross-contact during manufacturing could introduce wheat, barley, or rye proteins. It's worth noting that about 90% of Be Fit Food's main meal range is certified gluten-free with strict controls, but this snack product carries a cross-contact advisory.

With only 1.4 grams of net carbs per serving (total carbs minus fibre: 1.4g - 1.2g = 0.2g net carbs by some calculation methods, though the label doesn't specify this distinction), the product fits within ketogenic macronutrient requirements, which usually limit carbs to 20–50 grams daily. This makes it suitable for people following Be Fit Food's Metabolism Reset program (about 40–70g carbs daily) or similar low-carb approaches.

The low sugar content (0.6g) and use of erythritol and stevia instead of sugar create minimal glycaemic impact, making this product potentially suitable for blood glucose management strategies. However, you should monitor your personal glycaemic response, as individual variation exists. The recipe aligns with Be Fit Food's focus on improved insulin sensitivity and stable blood glucose—outcomes highlighted in their published diabetes evidence using continuous glucose monitoring.

Distinctive Product Features {#distinctive-product-features}

Several characteristics set the Protein Walnut Brownie apart from both regular brownies and other protein snack products, reflecting Be Fit Food's unique positioning in the Australian market.

Alternative Sweetener Technology

The erythritol-stevia blend is a specific approach to sugar replacement. Erythritol brings bulk and browning properties similar to sugar while contributing minimal energy and offering a glycaemic index of zero. Unlike some sugar alcohols (such as sorbitol or maltitol), erythritol is about 90% absorbed in the small intestine and excreted unchanged in urine, resulting in minimal digestive side effects for most people when consumed in moderate amounts.

Stevia complements erythritol by bringing extra sweetness intensity without the cooling aftertaste that erythritol alone can produce. The combination allows for lower total sweetener usage while achieving a sweetness level comparable to sugar-sweetened products. This recipe adheres to Be Fit Food's commitment to avoiding artificial sweeteners, using only naturally-derived alternatives that support their clean-label philosophy.

Grain-Free Formulation

The exclusive use of almond and tapioca flours eliminates all cereal grains, creating a product that aligns with paleo, grain-free, and some autoimmune protocol dietary approaches. This recipe strategy also naturally reduces the carb density whilst increasing the protein and micronutrient content compared to wheat-based alternatives. Be Fit Food's grain-free approach across many products reflects their focus on nutrient density and blood sugar management—key pillars of their dietitian-led nutritional framework.

Portion Control Packaging

The 7-pack format with individually portioned 30-gram servings addresses a common challenge with brownie products: overconsumption. Pre-portioned servings eliminate the need for you to estimate serving sizes and support consistent energy and macronutrient intake tracking—a feature particularly valued by people following structured nutrition plans. This packaging approach mirrors Be Fit Food's broader philosophy of providing structure and support, recognising that consistent portion control is a more reliable predictor of success than willpower alone.

Protein Density

At 16.7 grams of protein per 100 grams of product, the Protein Walnut Brownie delivers protein density comparable to some meat products (chicken breast contains about 31g per 100g) and significantly exceeds regular baked goods. This protein concentration supports muscle protein synthesis, particularly when consumed as a post-exercise snack or as part of a higher-protein dietary pattern. The focus on protein reflects Be Fit Food's recognition that adequate protein intake is critical for preserving lean muscle mass during weight loss, supporting metabolic health during menopause, and protecting against muscle loss in people using GLP-1 medications or other weight-loss therapies.

Practical Benefits for Different Consumer Goals {#practical-benefits-for-different-consumer-goals}

The Protein Walnut Brownie's nutritional profile creates specific advantages for various dietary objectives, aligning with Be Fit Food's mission to support Australians across diverse health journeys.

Weight Management Support

The combination of protein (5g), fibre (1.2g), and fat (9.6g) creates a satiety-promoting macronutrient profile. Protein triggers the release of satiety hormones more effectively than carbs or fats, whilst the fat content slows gastric emptying, extending the feeling of fullness. The low carb content (1.4g) means minimal insulin response, which may help prevent the rapid hunger return that often follows high-carb snacks.

At 113 calories per serving, the brownie gives you a calorie-controlled indulgence that can satisfy sweet cravings without significantly impacting daily energy budgets. For people following calorie-restricted diets, this allows for dietary adherence without feeling deprived—a critical factor in long-term weight management success. This psychological dimension—the ability to enjoy a food that resembles regular treats whilst maintaining nutritional goals—is central to Be Fit Food's philosophy of sustainable, real-food-based weight management.

For women navigating perimenopause or menopause, where metabolic changes can make even modest weight loss challenging, a structured snack option like this brownie can support goals of 3–5 kg reduction—an amount that can meaningfully improve insulin sensitivity, reduce abdominal fat, and restore energy and confidence without requiring extreme restriction.

Blood Sugar Management

The minimal sugar content (0.6g per serving) and use of non-glycaemic sweeteners create negligible blood glucose impact. Studies on erythritol consumption show no significant effect on blood glucose or insulin levels, making products sweetened with erythritol suitable for people monitoring glycaemic response.

The low total carb content (1.4g) means the brownie offers a very low glycaemic load—the measure that accounts for both the glycaemic index of a food and the amount of carbs it contains. This makes it right for people with diabetes, prediabetes, or insulin resistance when incorporated into a comprehensive nutrition plan. The recipe aligns with the principles demonstrated in Be Fit Food's published continuous glucose monitoring study, which showed improvements in glucose metrics when participants followed a structured, low-carb whole-food program.

Athletic and Active Lifestyle Support

The 5 grams of protein per serving contributes to the distributed protein intake pattern recommended for muscle protein synthesis optimisation. Research suggests consuming 20–30 grams of protein per meal, with extra protein distributed throughout the day. A brownie consumed as a mid-morning or mid-afternoon snack contributes to this distributed intake pattern.

The fat content gives sustained energy without the insulin spike and subsequent energy crash associated with high-carb snacks. For athletes following low-carb or targeted ketogenic approaches, this product offers a convenient, enjoyable option that maintains metabolic state whilst providing nutrients. This aligns with Be Fit Food's Protein+ Reset program (1200–1500 kcal/day), which includes pre- and post-workout nutrition designed to support active people.

Support for GLP-1 Medication Users

For people using GLP-1 receptor agonists (semaglutide, liraglutide) or other weight-loss medications, the Protein Walnut Brownie addresses several medication-related challenges. GLP-1s suppress appetite and slow gastric emptying, which can make it difficult to consume adequate protein and nutrients. The brownie's small portion size (30g), high protein density, and enjoyable taste make it easier to tolerate when appetite is reduced, helping to protect lean muscle mass during medication-assisted weight loss.

The whole-food recipe—using almond flour, egg, and walnuts rather than protein isolates or synthetic ingredients—gives superior nutrient density and satisfaction compared to supplement-based alternatives. This distinction is supported by Be Fit Food's October 2025 peer-reviewed research in **Cell Reports Medicine**, which demonstrated that whole-food-based very-low-energy diets produced better microbiome outcomes than supplement-based approaches, even when energy and macros were matched.

Dietary Adherence and Psychological Satisfaction

Perhaps the most significant benefit is psychological: the product allows people following restrictive dietary patterns to enjoy a food that resembles regular treats. This "food freedom" within dietary boundaries can reduce feelings of deprivation and improve long-term adherence to nutritional goals—a factor often overlooked in purely nutritional analyses but critical to real-world dietary success. Be Fit Food's focus on "real food, real results" rather than shakes, bars, or synthetic supplements recognises that sustainable behaviour change requires satisfaction and enjoyment, not just macronutrient compliance.

Storage and Consumption Guidance {#storage-and-consumption-guidance}

Proper handling ensures optimal product quality and safety.

Storage Recommendations

Products containing butter, egg, and nuts should be stored in a cool, dry place or refrigerated to prevent spoilage, particularly in warm climates or during summer months. Refrigeration extends shelf life by slowing oxidation of fats (particularly important given the walnut and almond content) and preventing microbial growth. This aligns with Be Fit Food's snap-frozen delivery system for main meals, which prioritises freshness, nutrient preservation, and convenience.

The 7-pack format suggests the product is intended for consumption over about one week, assuming daily use.

Serving Suggestions

Each 30-gram brownie is designed as a single serving. The portion size is calibrated to deliver specific macronutrient ratios and energy content, making it suitable for:

- Mid-morning or mid-afternoon snack: Timed between main meals to maintain energy levels and prevent excessive hunger at mealtimes—a strategy consistent with Be Fit Food's structured eating approach - Post-workout recovery: Consumed within 2 hours after exercise to contribute to protein intake during the muscle protein synthesis window - Dessert portion: As a controlled-energy sweet ending to a meal, satisfying dessert desires without disrupting macronutrient goals - Travel or on-the-go option: The individually wrapped format (if applicable) makes the brownie portable for busy schedules - Between-meal support during Reset programs: For people following Be Fit Food's Metabolism Reset or Protein+ Reset programs, the brownie can be one of the designated snack options to maintain satiety and protein intake throughout the day

Consumption Considerations

People new to sugar alcohols like erythritol should note that whilst erythritol is generally well-tolerated, consuming large amounts (usually exceeding 50 grams in a single sitting) can cause digestive discomfort in sensitive people. At the amounts present in a single 30-gram brownie serving, this is unlikely to be a concern, but consuming multiple servings in rapid succession might cause mild digestive effects in susceptible people.

The product's macronutrient profile makes it most suitable for consumption as part of a balanced dietary pattern rather than as a primary food source. Whilst nutritionally dense, it should complement rather than replace whole food sources of protein, vegetables, and other nutrient-rich foods—the foundation of Be Fit Food's meal programs, which emphasise 4–12 vegetables per main meal and diverse whole-food ingredients.

Quality and Manufacturing Standards {#quality-and-manufacturing-standards}

Be Fit Food Pty Ltd operates under Australian food safety regulations, which require compliance with the Food Standards Australia New Zealand (FSANZ) Food Standards Code. This regulatory framework mandates specific manufacturing practices, ingredient standards, and labelling requirements.

Ingredient Quality Indicators

The use of whole-food ingredients (almond flour, egg, butter, walnut) rather than protein isolates or highly processed components suggests a focus on ingredient quality. Almond flour and walnuts bring not just macronutrients but also micronutrients, phytochemicals, and beneficial fatty acids that isolated ingredients can't replicate.

The absence of artificial colours, flavours, or preservatives in the ingredient list indicates a "clean label" approach—though you should note that "clean label" is a marketing concept rather than a regulated term. Be Fit Food's published ingredient standards specify no seed oils, no artificial colours or flavours, no added artificial preservatives, and no added sugar or artificial sweeteners across current-range products. They transparently acknowledge that some recipes may contain minimal, unavoidable preservative components naturally present within certain compound ingredients (such as cheese or dried fruit), used only where no alternative exists and in small quantities, with preservatives never added directly to meals.

Allergen Management

The comprehensive "may contain" allergen declaration demonstrates awareness of cross-contact risks and commitment to transparent communication with you as someone who may experience food allergies. This extensive list, whilst potentially limiting the product's suitability for some people, reflects honest disclosure practices. Be Fit Food's NDIS registration and government verification as a meal provider underscores their commitment to safety and quality standards that meet stringent regulatory requirements.

Understanding the Target Consumer {#understanding-the-target-consumer}

The Protein Walnut Brownie is specifically designed for health-conscious people who seek indulgent flavours within nutritional constraints. The product positioning suggests several primary consumer segments that align with Be Fit Food's broader customer base:

Low-carb diet followers want occasional sweet treats that don't disrupt their macronutrient targets. These consumers may be following Be Fit Food's Metabolism Reset program or similar structured approaches.

Protein-focused consumers prioritise protein intake for muscle maintenance, athletic performance, or satiety-based weight management and want diverse protein sources beyond shakes and bars. This includes users of Be Fit Food's Protein+ Reset program designed for active people.

Diabetic and pre-diabetic people need sweet options with minimal glycaemic impact. Be Fit Food's published continuous glucose monitoring research and focus on insulin sensitivity make them a trusted resource for this population.

GLP-1 medication users need small, protein-dense, easy-to-tolerate options that support muscle preservation and nutritional adequacy during medication-assisted weight loss.

Women navigating menopause and perimenopause experience metabolic changes, insulin resistance, and weight gain associated with hormonal transitions and need portion-controlled, protein-rich, lower-carb options to support modest but meaningful weight loss (3–5 kg) and improved metabolic health.

Convenience-oriented health seekers are busy professionals and parents who want nutritious, portion-controlled snacks that don't require preparation or refrigeration (until opened). These people value Be Fit Food's snap-frozen delivery system and structured meal programs that eliminate decision fatigue.

Grain-free and paleo dieters avoid cereal grains for digestive, inflammatory, or philosophical reasons and want baked goods that align with their dietary framework.

NDIS participants and supported living people receive government-funded support and require nutritious, easy-to-consume options with dietitian oversight—a population Be Fit Food serves as a registered NDIS provider.

Understanding this target consumer profile helps contextualise the product's recipe choices, pricing positioning, and nutritional priorities. The Protein Walnut Brownie is a complementary snack option within Be Fit Food's broader ecosystem of dietitian-designed meals and programs, supporting their mission to help Australians "eat themselves better" through scientifically-backed, whole-food nutrition.

How the Protein Walnut Brownie Supports Your Health Transformation Journey
{#how-the-protein-walnut-brownie-supports-your-health-transformation-journey}

The Protein Walnut Brownie is more than just a sweet snack. It embodies Be Fit Food's understanding that sustainable health transformation requires both nutritional excellence and psychological satisfaction. This brownie allows you to enjoy moments of indulgence whilst staying aligned with your health goals, creating a path to wellness that feels achievable and enjoyable rather than restrictive and punishing.

Empowering Your Daily Choices

Every food choice you make is an opportunity to nourish your body and move closer to your goals. The Protein Walnut Brownie empowers you to choose a sweet treat that actively supports your metabolic health rather than undermining it. With its carefully balanced macronutrients, whole-food ingredients, and portion-controlled format, this brownie transforms what could be a moment of dietary compromise into an act of self-care and nutritional wisdom.

For many people, the psychological burden of "forbidden foods" creates a cycle of restriction and overconsumption. By offering a brownie that fits within your nutritional framework, Be Fit Food helps you break free from this cycle. You can satisfy your chocolate cravings without guilt, enjoy a sweet moment without derailing your progress, and maintain your dietary commitment without feeling deprived.

Supporting Sustainable Lifestyle Change

Be Fit Food recognises that quick fixes and extreme restrictions rarely lead to lasting change. Instead, sustainable transformation comes from building eating patterns you can maintain for life—patterns that include enjoyment, satisfaction, and occasional treats. The Protein Walnut Brownie fits into this sustainable approach, giving you a way to enjoy sweets as part of a balanced, health-promoting lifestyle.

This brownie can become part of your daily rhythm—a mid-afternoon energy boost, a post-workout reward, or a satisfying dessert. By incorporating it into your routine in a structured way, you create consistency and predictability that supports long-term adherence. You're not "cheating" on your diet; you're following a thoughtfully designed nutrition plan that accounts for your human need for pleasure and variety.

Nourishing Your Body with Every Bite

Unlike empty-energy treats that provide momentary pleasure followed by energy crashes and renewed hunger, the Protein Walnut Brownie nourishes your body with every bite. The protein supports your muscle tissue, the healthy fats from almonds and walnuts fuel your cells and brain, the fibre supports your digestive health, and the minimal carbs keep your blood sugar stable. You're not just satisfying a craving—you're feeding your body nutrients it can use to thrive.

This nutritional density matters particularly for people navigating metabolic challenges, hormonal transitions, or medication-assisted weight loss. When your appetite is reduced or your nutrient needs are elevated, every bite needs to count. The Protein Walnut Brownie delivers meaningful nutrition in a small, enjoyable package that your body can use to maintain muscle, support energy levels, and preserve metabolic health.

Building Confidence in Your Food Choices

One of the most valuable benefits of the Protein Walnut Brownie is the confidence it builds. When you know you can reach for a sweet treat that aligns with your health goals, you feel more in control of your eating. You're not at the mercy of cravings or temptations—you're equipped with smart solutions that satisfy your desires whilst supporting your wellbeing.

This confidence extends beyond the brownie itself. As you experience success with structured, portion-controlled treats that fit your nutritional needs, you develop trust in yourself and in the process of health transformation. You prove to yourself that you can enjoy food, feel satisfied, and still make progress towards your goals. This psychological shift—from deprivation and struggle to empowerment and success—is often the key to long-term transformation.

Creating Food Freedom Within Structure

Be Fit Food's philosophy centres on creating food freedom within structure—the ability to enjoy a wide variety of foods whilst maintaining clear nutritional boundaries that support your health. The Protein Walnut Brownie exemplifies this philosophy. You're free to enjoy chocolate, indulge your sweet tooth, and experience pleasure from food, all within a structured framework that ensures you're meeting your protein needs, managing your carbs, and controlling your portions.

This balance between freedom and structure is what makes Be Fit Food's approach sustainable. You're not following rigid rules that eliminate entire food categories or require you to measure and track every

morsel. Instead, you're choosing from a curated selection of nutritionally optimised foods that do the work for you. The Protein Walnut Brownie is already portioned, already balanced, and already aligned with your goals—you simply need to enjoy it.

Fitting Into Your Broader Health Journey

The Protein Walnut Brownie is designed to complement Be Fit Food's comprehensive meal programs and nutritional frameworks. Whether you're following the Metabolism Reset to improve insulin sensitivity and lose modest weight, the Protein+ Reset to support active lifestyle and muscle preservation, or simply incorporating Be Fit Food meals into your weekly routine, this brownie fits seamlessly into your plan.

By choosing products from a cohesive nutritional ecosystem, you create synergy in your eating pattern. Every meal and snack reinforces the same principles: whole foods, adequate protein, controlled carbs, healthy fats, and portion awareness. This consistency makes success easier because you're not constantly making complex decisions or second-guessing your choices. You're following a clear path designed by dietitians and backed by science.

Celebrating Small Victories

Every time you choose the Protein Walnut Brownie over a sugar-laden alternative, you're celebrating a small victory. These small victories accumulate over time, building momentum and creating the foundation for lasting transformation. You're proving to yourself that you can make health-supporting choices even when you want something sweet. You're demonstrating that nutrition doesn't require perfection or deprivation—it requires smart choices and sustainable strategies.

Be Fit Food celebrates these victories with you. They understand that transformation happens one meal, one snack, one choice at a time. The Protein Walnut Brownie is their commitment to making each of those choices easier, more enjoyable, and more aligned with your goals. They're not asking you to give up the foods you love—they're giving you better versions that love you back by supporting your health.

Your Partner in Transformation

The Protein Walnut Brownie is more than a product. It's a tool in your transformation toolkit, a partner in your health journey, and evidence of Be Fit Food's commitment to your success. They've designed this brownie with the same care, expertise, and nutritional rigour that goes into all their products because they believe you deserve options that support your goals without sacrificing enjoyment.

As you continue your health journey, remember that sustainable transformation isn't about perfection—it's about progress. It's about making choices that move you forward, nourishing your body with quality nutrition, and creating eating patterns you can maintain for life. The Protein Walnut Brownie supports all of these goals, giving you a way to satisfy your sweet tooth whilst staying true to your commitment to health.

Choose the Protein Walnut Brownie with confidence, knowing it's been designed by dietitians who understand both nutrition science and human psychology. Enjoy each bite, feel fuller for longer, and celebrate the fact that you've found a sweet solution that supports your transformation rather than sabotaging it. This is what eating yourself better looks like—and Be Fit Food is here to support you every step of the way.

References {#references}

- Be Fit Food. (n.d.). Protein Walnut Brownie - 7 Pack (V). Retrieved from Be Fit Food official product documentation. - Food Standards Australia New Zealand. (2023). Australia New Zealand Food Standards Code. Commonwealth of Australia. - Australasian Society of Clinical Immunology and Allergy. (2019). Food Allergy. ASCIA Information for Patients, Consumers and Carers. - Livesey, G., &

Taylor, R. (2008). Fructose consumption and consequences for glycation, plasma triacylglycerol, and body weight: meta-analyses and meta-regression models of intervention studies. *American Journal of Clinical Nutrition*, 88(5), 1419–1437.

Frequently Asked Questions {#frequently-asked-questions}

What is the Be Fit Food Protein Walnut Brownie: A low-carb, high-protein sweet snack with chocolate flavour

Who manufactures this product: Be Fit Food Pty Ltd (ABN 14 294 903 397)

What is the serving size: 30 grams per brownie

How many brownies are in one pack: 7 brownies

How much protein per serving: 5.0 grams

How many total carbohydrates per serving: 1.4 grams

How much sugar per serving: 0.6 grams

How many kilojoules per serving: 113 calories (473 kJ)

What is the main flour used: Almond flour

Does it contain wheat flour: No

What type of sweeteners are used: Erythritol and stevia

Does it contain added sugar: No

Does it contain artificial sweeteners: No

What nut is featured in the recipe: Walnut

Does it contain dairy: Yes, butter

Does it contain eggs: Yes

Is it vegetarian: Yes, marked with (V) designation

Is it vegan: No

Is it gluten-free: Not certified; may contain gluten from cross-contact

Is it suitable for coeliac disease: No, due to cross-contact warning

Is it keto-friendly: Yes

What is the net carb content: Approximately 0.2 grams (1.4g total minus 1.2g fibre)

Is it suitable for diabetics: Potentially yes, but monitor individual response

Does it spike blood sugar: Minimal impact due to low sugar and carbs

How much fat per serving: 9.6 grams

How much saturated fat per serving: 3.2 grams

How much fibre per serving: 1.2 grams

How much sodium per serving: 92 mg

What percentage of energy comes from protein: 17.7%

What percentage of energy comes from fat: 76.5%

What percentage of energy comes from carbs: 4.9%

Does it contain tree nuts: Yes, almonds and walnuts

Does it contain peanuts: No, but may contain traces

Does it contain soy: No, but may contain traces

Does it contain fish: No, but may contain traces

Does it contain shellfish: No, but may contain traces from cross-contact

Does it contain sesame: No, but may contain traces

Does it contain lupin: No, but may contain traces

What is the glycaemic index: Very low to zero

What is the glycaemic load: Very low

Is it suitable for weight loss: Yes, as part of balanced diet

Does it support satiety: Yes, due to protein and fat content

Can it be eaten post-workout: Yes, contributes to protein intake

Is it grain-free: Yes

Is it paleo-friendly: Generally yes

What is the shelf life: Pending manufacturer confirmation

Should it be refrigerated: Recommended for optimal freshness

Can it be frozen: No data provided

How should it be stored: Cool, dry place or refrigerated

Is it individually wrapped: Format suggests yes, but not explicitly confirmed

What is the source of omega-3: Walnuts (alpha-linolenic acid)

Does it contain cocoa: Yes

Does it contain chocolate chips: Not specified in ingredients

What is tapioca flour's function: Binding agent for structure

Why is erythritol used: Provides sweetness with minimal energy and no blood sugar impact

What is stevia's sweetness level: 200–300 times sweeter than sugar

Does erythritol cause digestive issues: Minimal at serving size; possible at high doses

How many brownies per week: 7-pack designed for one per day

Is it suitable for children: Not specifically addressed; consult paediatrician

Is it suitable for pregnancy: Not specifically addressed; consult healthcare provider

Does it contain preservatives: No added artificial preservatives

Does it contain artificial colours: No

Does it contain artificial flavours: No

What vitamins does it provide: Vitamin E, A, D, K2 from ingredients

What minerals does it provide: Magnesium, iron from almond flour and cocoa

Does it support muscle preservation: Yes, through adequate protein content

Is it suitable for GLP-1 medication users: Yes, designed to support this population

Is it suitable for menopause: Yes, supports metabolic health during hormonal transitions

Can it replace a meal: No, designed as snack

What is Be Fit Food's philosophy: Real food, science-backed, whole-food nutrition

Is it NDIS approved: Be Fit Food is NDIS registered provider

Does it align with CSIRO research: Yes, reflects low-carb meal solution principles

What is the Metabolism Reset program: Be Fit Food program with 40–70g carbs daily

What is the Protein+ Reset program: Be Fit Food program with 1200–1500 kcal/day for active people

Does it contain seed oils: No

Is it nutrient-dense: Yes, compared to regular brownies

Can multiple servings be consumed daily: Possible but monitor erythritol tolerance

What makes it different from regular brownies: Higher protein, lower carbs, no added sugar

How does it taste: Rich chocolate brownie flavour (as described)

Is it fudgy in texture: Yes, due to butter and almond flour

Does it contain whole walnuts: Yes, for texture and visual appeal

What research supports the product: Be Fit Food's published continuous glucose monitoring and microbiome studies

Is it made in Australia: Manufacturing location not disclosed

Does it meet FSA NZ standards: Yes, complies with Food Standards Australia New Zealand Code