

# Matt Prior

In this section of the magazine, we ask an expert a few questions pertinent to nutrition and exercise practitioners. In this issue, we talk to **Matt Prior**, former Sussex CCC and England cricketer, and founder of sports nutrition brand ONE PRO Nutrition.

**Hi Matt, thanks for chatting to us and congratulations on your achievements as a professional cricketer. How did you first get involved with cricket?**

**MP:** I was eight years old and they were having cricket trials at my school in South Africa. I didn't actually want to go as I didn't really like cricket, but my Dad told me to go just to see if I enjoyed it. I obviously loved it and the rest is history as they say...

**As founder of ONE PRO Nutrition, could you tell us a bit more about the idea behind the brand?**

**MP:** The idea first came about through wanting to supply the cycling team I owned and ran (ONE PRO Cycling) with the best sport nutrition supplements, and when looking closer at a number of brands, I came to realise that there was nothing I thought really raised the bar with regards to product functionality, integrity and taste. I set about developing products that you can believe in, that aren't just about marketing and relying on a confused consumer.



At ONE PRO Nutrition, we believe that natural products are the best products and therefore we stay away from artificial sweeteners, fillers and preservatives. We also only use premium ingredients that offer increased functionality and have not cut corners anywhere. We have even looked into our packaging and have come away from using plastic tubs, using recyclable and compostable packaging wherever we can. This of course adds a cost, but we believe it is a cost worth paying.

The other really important idea behind the brand is to offer the exact same level of integrity and testing in all of our products so, whether you are an England cricketer or someone wanting to beat their Parkrun PB, you know that you are getting the exact same products. We have a fantastic relationship with Informed Sport and every batch of every product is tested.

**You also set up the professional cycling team ONE PRO Cycling. How did this come about?**

**MP:** Cycling has grown significantly over the last few years and I saw an opportunity in the sport to help build a brand. I believe people these days are far more aware of their health, and many have downed their golf clubs and hopped on a bike to aid with their improved health and wellness goals. We see the same attitude with what people put into their bodies, and this is one of the main reasons for the growth in the sports nutrition space.



**As a former professional cricketer, what nutritional and hydration strategies did you have in place to support your performance, energy levels and recovery?**

**MP:** I was actually a serial 'crammer' and therefore had to pay a lot of attention to my hydration and carb consumption throughout the day. I went for sweat tests to try and get to the bottom of it, but in essence I had to find a routine that worked for me. I actually found that although having the right level of salts and hydration was key, making sure I was eating enough played just as big a part in fending off cramps. In places like Sri Lanka, you could lose up to 4kg in fluids over a two-hour session, so I was having to drink around a litre of electrolyte fluids every 15-20 mins or so. The key is to try and prevent yourself becoming dehydrated in the first place. As part of my morning routine, I would make sure I had drunk two litres of water/electrolytes from when I woke up to arriving at the ground. By doing this, I felt I was ahead of the game so to speak.

This is why the ONE PRO Nutrition Hydro Energy drink holds a special place for me, as it was designed with all of this in mind, and since I have been using it, have not cramped once.

For recovery, I would use a good protein powder and add a banana or something like that. I find that upping the amount of protein in your diet has so many benefits; from weight management to improved sleep quality. At times when I was in the middle of a rigorous training phase, I would have a protein shake before bed every night.

**What type of athletes have you found benefit mostly from your products?**

**MP:** Although a lot of people will recognise the ONE PRO brand initially from the world of cycling, we have made sure that ONE PRO Nutrition is suited for all sports and activity. We have athletes in endurance sports, such as cycling and running, using our products with great success, but we are also supporting a number of England male and female cricketers, as well as being in conversation with Premiership football teams. **fsn**

## ► MAXIMUSCLE TARGETS NEW CONSUMERS WITH 60 NEW PRODUCTS

The UK's original sports nutrition brand, Maximuscle, will take its award-winning sports supplements and nutrition products to new consumers with a range of new products. They have developed and reformulated over 60 products, including protein bars, ready-to-drink protein shakes, natural bars, energy flapjacks, protein bites and protein dippers, expanding the range from traditional protein powders and bars to on-the-go snacks.

The company's innovative approach to nutrition continues to raise the standard across the sector, with new ranges driven by consumer trends and behaviour. All powdered products are free from artificial colourings, flavourings and thickeners, and many are suitable for people with intolerances, allergies and specific lifestyle choices, such as vegetarians, vegans and gluten and lactose intolerants.

Classic Maximuscle products aimed at athletes, sports teams and gym purists, such as Cyclone, Promax and Progain, have been reformulated and will be joined by a new, fully-inclusive protein powder, Max Whey, aimed at those just starting their fitness journey, as well as the seasoned gym goer.

Their new great-tasting plant-based protein powder, Plant Max, caters for flexitarians, vegans and people who choose a plant-based diet and lifestyle. Their new protein bites will be free from palm oil, an ingredient commonly used in confectary and other treat-based protein snacks.

Unpinning Maximuscle's new product strategy is a desire to create transparency and aid 'clean eating' within an often murky supplements industry, by using fewer ingredients and making ingredient labels clearer and more understandable for consumers. Many competitor brands cause confusion by blending proteins and not divulging the ingredient percentages.

As part of their commitment to be the UK's most trusted sports nutrition brand, they continue to be Informed-Sport certified and are one of the few brands that batch test the entire range, giving elite athletes and consumers peace of mind on the quality of each product.

• [www.maximuscle.com](http://www.maximuscle.com)

## ► Ex-England cricketer launches ONE PRO Nutrition

ONE PRO Nutrition, the clean and functional sports nutrition brand, is excited to announce its launch of Informed Sport approved products for energy, hydration and recovery. The range of drink mixes, tablets, gels and powders designed for professional and non-professional athletes are available online as of today.

Founded by ex-England Cricketer, Matt Prior, ONE PRO Nutrition was born from a need for high quality products, which lead the way in functionality, taste and integrity. Following a professional career that spanned over fifteen years, and having used a number of nutrition brands, Matt was determined to bring to market a range of products with the very best ingredients, that are free from artificial fillers, sweeteners and preservatives.

Since retiring from cricket due to injury, Matt Prior set up the professional cycling team, ONE PRO Cycling, to give the riders leading support, and this included finding the best products in nutrition. Over the last three years, the team at ONE PRO Nutrition have worked closely with qualified nutritionists and experienced manufacturers to ensure the company's products lead the way in science, functionality and taste, and are accessible to those in all sports, at all levels and anyone who is conscious of what they are putting into their bodies.

• [www.onepronutrition.com](http://www.onepronutrition.com)



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## ► TIRED OF BARS MADE FROM CHEMICALS?

Rebel bars are made from ingredients that you can find in most kitchens, such as dates, cacao, cashews and natural whey protein, a pinch of salt and some indulgent caramel.

Whether you choose the whey or vegan option, Rebel® Bars are packed with 20 per cent protein to boost your protein intake after a workout or in between meals. For those days when you want to leave the shaker and protein powder at home, Rebel makes it convenient to fuel your recovery and bring muscles back to life.

What's more, with no artificial sweeteners, flavours or colours, and no added sugar, you can feel great about tucking into these 100 per cent natural snack bars.

Not only will you be enjoying a great bar, but supporting two charities, as eight per cent of the value of each bar is being donated to Centre Point and UK Sports Aid.

#MakeitHappen

• [www.bio-synergy.uk](http://www.bio-synergy.uk)



## ► PRO 2GO launch takes over Oxford Circus tube station

SCI-MX Nutrition, with historical credentials in sports nutrition, has supported the new launch of PRO 2GO, a range of high protein packed snacks, with an advertising campaign that saw the brand take over Oxford Circus, London's busiest tube station. The campaign, which also included a double-page spread and bespoke booklet feature in London's *TimeOut* magazine, is part of a £5million launch for

the brand, which is tapping into the protein market's major transformation from a more traditional sports nutrition offer to that of mainstream everyday snacking.

PRO 2GO launched earlier this year in major retailers and include indulgent gooey bars with a liquid centre, raw vegan bars, high fibre flapjacks, and gluten free bakes. The range is completed with a tasty high protein real arabica coffee.

