



From a small Kerry start-up to Ireland's number one natural protein bar brand, All Real Nutrition has mastered the art of e-commerce.

Digital strategy drives Kerry start-up to international success



An Post

We are An Post, Ireland's leading supplier of postal, e-commerce and financial services. Follow us for news and updates.

Published Aug 11, 2025

+ Follow

Reproduced here for educational use.

SOURCE: https://www.linkedin.com/pulse/digital-strategy-drives-kerry-start-up-international-success-xxvee?trk=public_post_feed-article-content



From a small Kerry start-up to Ireland's number one natural protein bar brand, All Real Nutrition has mastered the art of e-commerce. Authentic ingredients, a twin-track sales strategy, and smart digital marketing have helped the venture crack the lucrative US market.

Founded in 2017 by Niall Harty and Ross McDowell, All Real Nutrition has grown from a local startup to a brand stocked in approximately 1,600 retail outlets across Ireland and America. It's their innovative approach to online sales that's truly setting them apart in the crowded protein bar market.

"All Real bars are made with real food ingredients you can actually recognise and we compete with the UPF protein brands that dominate the shelves," explains chief executive Niall Harty. "We use Irish grass-fed milk protein, fresh nut butters, and prebiotic fibres that support gut health. There are no artificial sweeteners - just genuinely good nutrition that tastes amazing."

Based in Farranfore, County Kerry, what makes All Real Nutrition interesting from a business perspective is the company's dual-channel sales approach. "We now have a 50/50 split between e-commerce and retail," says Niall. "While we've built strong national retail distribution in Ireland, our online channel is growing fast and will soon overtake retail."

Online Benefits

"Every business needs a diversity of sales channels and income streams and online allows us to build a deeper relationship with our customers. We can tell our full story, gather feedback, offer exclusive products, and tailor bundles to their goals."

"Direct-to-consumer gives us more control, faster cash cycle, and a direct relationship with our customers," Niall adds. "It's also where we test new flavours and formats first. Retail is great for visibility and convenience but e-commerce gives

us speed, insight, and direct connection."

All Real's online presence is built on Shopify, with the company handling most website development in-house, though some technical aspects are outsourced to an agency. The site has been refreshed twice since launch, with each iteration improving speed, mobile experience, and brand storytelling.

The company uses Shopify Payments alongside PayPal, Apple Pay, and Google Pay. "Over time, we've expanded payment options to reduce friction at checkout," says Niall. "Convenience and trust are key, especially for first-time customers, so we try to meet them where they are."

Conquering America

The decision to focus on the United States as the primary international market was driven by opportunity and market size. "The US has a huge health and wellness market with growing demand for real food products," Niall explains. "Our focus really kicked off after we secured our first national retail listing there, a massive opportunity for an Irish start-up."

"Off the back of that retail success, we've recently launched our US e-commerce site to build a direct relationship with American customers and expand our reach."

All Real leverages its Irish heritage to connect with American consumers. "In the US, our biggest USP is that we use Irish grass-fed milk protein, the same quality that people associate with Kerrygold. Most American consumers understand the difference that Irish dairy brings in terms of quality and nutrition."

Simple Communication

All Real's marketing approach combines data-driven digital advertising with

authentic storytelling. "Meta ads have been our most cost-effective channel for both Ireland and the US," says Niall. "They allow us to test messaging, creative, and targeting quickly."

"Founder-led storytelling and user generated content help bring our message to life, and we focus on simple, honest communication. In a crowded space, authenticity and ingredient quality stand out."

"We lean into the fact that we're a startup and we don't pretend to be something we're not. We're real, and we focus on being as authentic as possible in everything we put out there. That's what builds trust."

A key component of All Real's e-commerce strategy is its subscription service, which drives significant customer lifetime value. According to Niall: "Once people try All Real, they tend to love it. People want less hassle, and if they've found a bar that works for them, they want it delivered automatically. It's about consistency in product quality, delivery and customer service."

External Funding

Building a successful food brand requires significant capital, particularly in the early stages, and All Real Nutrition has used the Employment and Investment Incentive Scheme (EIS) to secure external funding to finance growth.

"In the early days, it's hard to have enough sales to produce the product at an efficient cost, so you're already missing margin," Niall explains. "At the same time, digital advertising can be a bottomless pit unless you've defined your inputs and outputs clearly."

"That's where investment plays a key role. It helps bridge the gap, build the right team, and keep cash flow somewhat manageable while you scale."

As All Real Nutrition continues to expand its digital footprint across two continents, the company remains true to its founding principles. "We're not trying to imitate candy bars," Niall concludes. "We're leading a real food movement."

All Real Nutrition bars are sold in shops and supermarkets and be ordered online at www.allrealnutrition.com



Almond & Vanilla



NUTRITIONAL INFORMATION		
Typical Values	per 100g	Per 50g bar
Energy	1557 kJ	778 kJ
Energy	368 kcal	184 kcal
Fat	13g	7g
Saturates	1.6g	0.8g
Carbohydrates	23g	11g
Sugars	20g	10g
Fibre	16g	8g
Protein	33g	16g
Salt	0.22g	0.11g

INGREDIENTS

milk proteins, chicory fibre, almonds, dates, grape juice concentrate, rice starch, water, Irish Atlantic sea salt, natural vanilla flavouring.



GLUTEN FREE



VEGETARIAN



HIGH FIBER



PLASTIC FREE PACKAGING



HOME COMPOSTABLE WRAPPER



1 BAR STOPS 1 BOTTLE



US vs Them

	ALL REAL NUTRITION	 KIND	 TREK	FULFIL VITAMIN & PROTEIN BAR	 GRENADE
Real Food Ingredients	✓	✓	⊗	⊗	⊗
Protein	16g	12g	9g	20g	21g
Calories (kcal)	180	262	242	205	233
Fibre	+7g	2.1g	2.3g	1.1g	1.2g
Plastic-free Packaging	✓	⊗	⊗	⊗	⊗
Home compostable wrapper	✓	⊗	⊗	⊗	⊗

Why FULFIL?

HIGH PROTEIN · LOW SUGAR · 9 VITAMINS · GREAT TASTE

A High Protein Snack

FULFIL bars (55g) are packed with at least 18g protein. That's at least 33% protein per bar, making FULFIL one of the highest protein bars

FULFIL Bars Contain 9 Vitamins

FULFIL bars contain 9 vitamins which can help reduce tiredness & fatigue and help maintain a healthy metabolism*.

**FULFIL bars contain Vitamin C, B2, B3, B6, B12, Folic acid (B9) and Pantothenic acid (B5) which can help reduce tiredness & fatigue, Vitamin B1 (Thiamine) and Vitamin B2 (Riboflavin) which contribute to normal energy-yielding metabolism & Vitamin E contributes to the protection of cells from oxidative stress.

*FULFIL bars should be consumed as part of a varied and balanced diet and a healthy lifestyle. It is advisable to consume one bar per day, considering other protein sources in the diet and ensuring adequate water intake.

Low Sugar Protein Bars

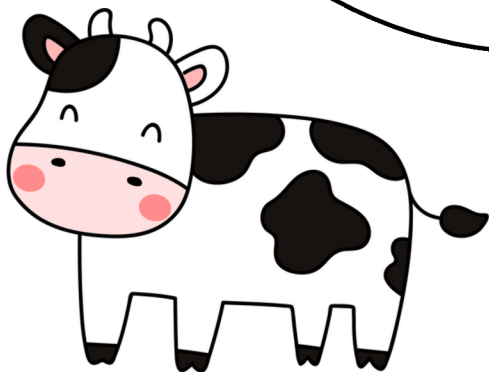
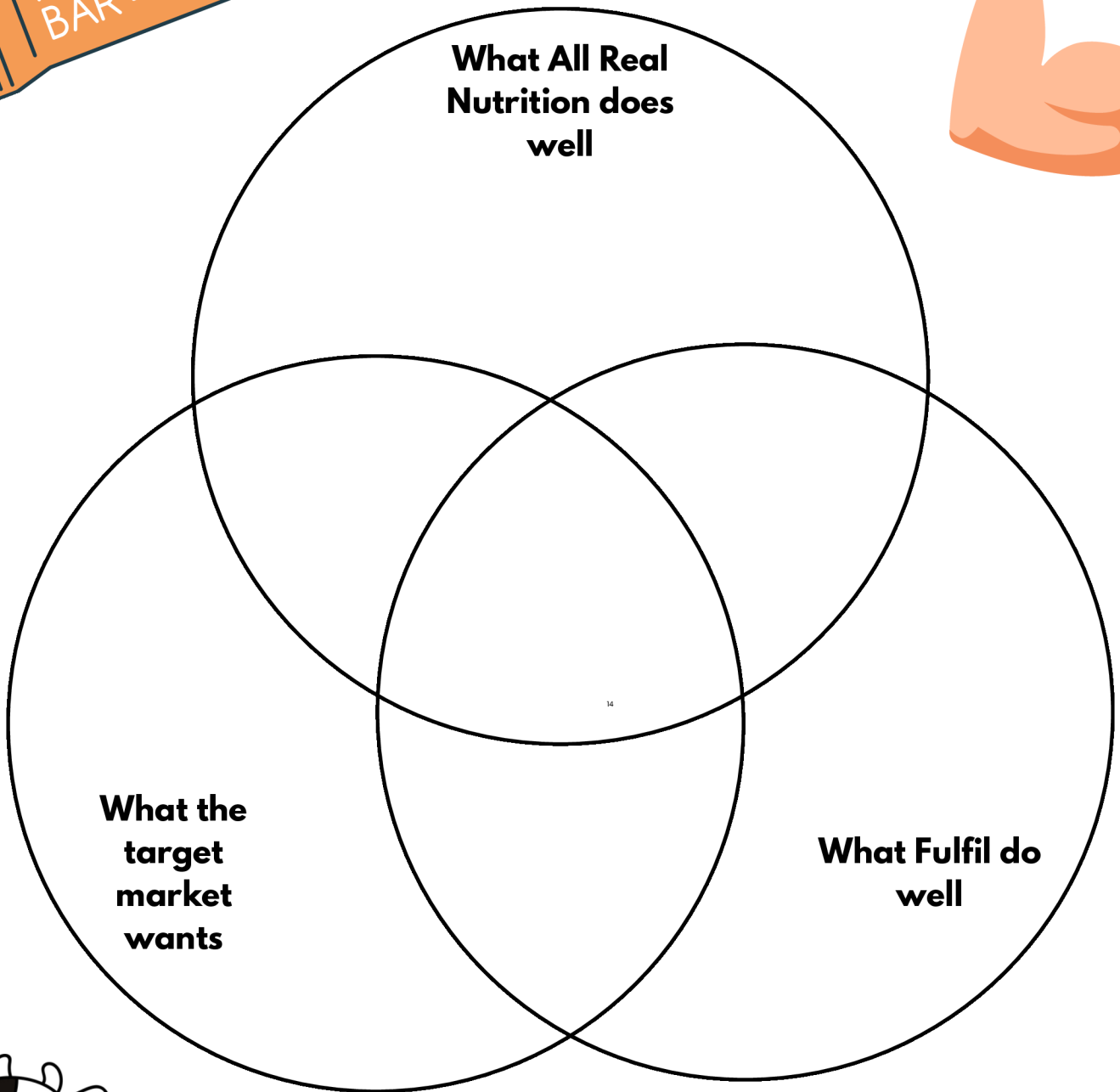
FULFIL bars (55g) have less than 3g of sugar. That's less than half a teaspoon of sugar.

Full of Flavour!

FULFIL bars are coated in chocolate with soft & crunchy textures, in a delicious variety of flavours.



Marketing Mix Element	Main parts of each element	Marketing Mix for All Real Nutrition
Product/ service	Function, features, design, quality and branding/brand name, logo.	
Pricing	Pricing strategies (premium, dynamic, penetration...) Factors that influence price, (competitors, brand image, income levels)	
Promotion	Advertising, direct marketing, sales promotions, public relations, personal selling, digital promotion	
People	Everyone involved in delivering the product or service, especially those who interact with customers.	
Packaging / physical evidence	Attracts, protects, provides information, gives first impression. Services have physical evidence e.g. décor in a restaurant/hotel.	
Process	Steps a customer follows from the initial interaction with a business right through to completing their purchase.	
Place	How a product or service reaches customer. Distribution channels, sales platforms, physical and digital stores.	



GAINZ

Online Benefits

"Every business needs a diversity of sales channels and income streams and online allows us to build a deeper relationship with our customers. We can tell our full story, gather feedback, offer exclusive products, and tailor bundles to their goals.

"Direct-to-consumer gives us more control, faster cash cycle, and a direct relationship with our customers," Niall adds. "It's also where we test new flavours and formats first. Retail is great for visibility and convenience but e-commerce gives

Q4. Demonstrate three benefits that All Real Nutrition get from using digital technology for their marketing and market research.

(Demonstrate means give an example – so give a benefit, explain how some technology brings about that benefit, then describe how All Real Nutrition have used it in a positive way for their business.)

1.
2.
3.