

**Matthew Rainey**

Founder of Embark® Protein

**The UK's no.1 Great Taste Award Winning Protein Bars**

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# Embark Protein

Ambient

## Background

Embark Protein is a Great Taste Producer and artisan food manufacturer specialising in the development and manufacturing of healthier nutrition bars. Our leading range is the only protein bar in the UK that's achieved a Great Taste Award, and this opens up new sales channels with less direct competition such as Health Food Shops and Speciality Farm Shops. Our plan is to drive incremental sales by bringing new consumers into the healthier Sports Nutrition Category.

How we plan on doing this is by finding the perfect balance between price, great taste and size of product that appeals to a vast majority. Protein bars typically having an artificial taste is the biggest pain point prohibiting health conscious individuals from entering the category; our innovation through achieving the two Great Taste Awards is the exciting first mover advantage we have to drive incrementality.

## Product Range

Crispy, Chunk & Nut Power Bar

Crispy Puff Snack Bar

We have multiple other ranges and flavours in the pipeline too that have already been developed extensively.

## Customers

Independent Spars, Centras, Coffee Shops, Butchers, Farmer's Markets, E-commerce (website and protein bar online stores), Amazon.

Moving forward we have two sales distribution partners in GB specifically to expand our sales into new markets such as Wholesalers supplying Health Food Shops, Speciality Farm Shops & Delis, Gyms, Coffee Shops / small chains, Pharmacies, Travel (Rail, Ship, Coach, Air) and larger retailers with circa. 300-600 stores.

## Accreditations

- 5 Star Environmental Health Rating.
- Vegetarian Society Approved.
- In the process of preparing our factory for SALSA in Q1 2025

## Awards held

- x2 Great Taste Awards (2024)  
Fermanagh & Omagh 2024 Regional Winner of the Go Succeed: The Ultimate Pitch competition.  
We have a word trademark for Embark®.

## Contact this supplier

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## Image Gallery







