



The Happy Pear

JOIN THE PLANT-BASED REVOLUTION.

Become part of our world, brimming
with bountiful wonder and endless
possibilities.





Our vision is to create a healthier, happier world and build community.
Invest today! Become an owner and together, let's take the next step to this brighter future.

EAT WELL. FEEL GOOD. LIVE BETTER.

INTRODUCTION AND HISTORY

The Happy Pear began in 2004. Identical twins, Dave and Steve, had a dream of making the world a healthier and happier place and building community. They started by opening a humble fruit and veg shop in their hometown in Greystones, Co Wicklow, Ireland.

Fast forward almost 20 years and The Happy Pear now consists of over 75 food products sold in 600 stores across Ireland & Northern Ireland; The Happy Pear app with a suite of online health & education courses and hundreds of exclusive recipes, workouts, yoga and meditation; a bustling cafe & retail outlet in Greystones, Co Wicklow; a range of 6 international bestselling cookbooks selling over 320,000 copies; a 4-acre Regenerative Organic Farm, a community of over 1.6 million people following on social and almost 48 million views on YouTube.

[Check out our timeline →](#)

WHAT'S NEXT?

A strong Crowd Investing Campaign which helps fuel the successful expansion of our Product Range into the UK market & beyond and enables the growth and improvements in our Happy Pear app and digital business!

By sharing a part of our company and its future profits with our community, customers, suppliers and other investors, we aim to expand our influence in a financially healthy way. Instead of taking out a loan or making terms with one big investment firm, we are giving the people that collaborated in building this company a unique chance to become an owner. With aligned interests, we aim to raise equity instead of debt and therefore keep our company as healthy as our products.

OUR MISSION

Our mission is to inspire, enable and support you to be healthier and happier by eating more fruit & veg, by following an active lifestyle and by connecting more with your community. We currently do this through our food products; our shop, cafe and farm and via inspirational and educational content on our app and social media channels.

Few things offer as big a lever from a planetary health and personal health perspective than our food choices.

With over 1.6 million followers on our social media channels and over 5000 users on our app since launch in October last, we are proud to have already built a unique business and community.

That said, we feel we are only getting started. We are absolutely committed to positively impact more people. This is why we are looking for your help. Starting with the UK, we want to expand our impact to reach as many people as possible

By investing in The Happy Pear, you become more apart of this community and you help drive it forward on this unique and magical journey towards a healthier and happier world.



WHY YOU SHOULD INVEST



Solid financial investment

Attractive return on the shares; huge opportunity in UK market which is 10x larger than Ireland, conservative financial growth projections compared to phenomenal growth experienced to date in Ireland (over €13m of sales to Irish consumers in 2022); successful experience of the management team together over the past 10 years.



Proven business credibility

Continuous growth of a successful business over the past 19 years thru good times and through deep recessions; success at raising €1.5m in investment funding in 2016 and success at repaying it in full by 2020; success at licensing our brand for our retail food products to Musgrave in a significant long-term business deal for the island of Ireland; success at licensing our foodservice brand to HMSHost of Netherlands for a foodservice outlet at Dublin Airport; success at launching our mobile app as planned 6 months ago, now with over 5,000 active members.



WHY YOU SHOULD INVEST



Mission driven for ethical impact

19 years walking the talk of plant-based eating and active lifestyles; we are one of the leading indigenous Irish plant based food and lifestyle brands; recognised for our clean ingredient decks, our regenerative farming methodologies, our community involvement and our organic ingredients.



Appeal of a fun ethical brand

Brand management experience gained over the past 19 years building the leading plant based food brand in Ireland; trend leaders in plant based cooking, baking and recipes in Ireland and internationally with almost 50 million recipe downloads on YouTube; brand management success in licensing our brand to third parties for both food products and for foodservice outlets and in managing those relationships; highly engaged daily audiences, numbering in the hundreds of thousands, on our social channels.



WHY YOU SHOULD INVEST



Booming growth in our target market

Vegan food markets in the UK are predicted to continue growing at very high rates over the next 10 years; western societies generally are predicted to turn to increased plant-based diets to combat both the climate crisis and the exploding obesity crisis; over 33% of our 600k + Instagram following are from the UK, massively exceeding Ireland; over 60% of our 300k book sales have been in the UK; there are on average 8000 weekly listeners to our podcast from the UK making it over 40% of our total listeners.



Proven in Ireland, well advanced plans for the UK and beyond

Initial landing plans into the UK well advanced with a preferred national products distributor, a leading marketing and sales agency and a number of high level potential candidates to become our UK director; early stage investigations into European markets beyond the UK - our books have already been translated and published for the Dutch, German and French markets.



PRODUCTS



Meals

Dips

Soups

Granola & muesli

Bars





OUR RETAIL PARTNERS

Our products are available now through SuperValu, Centra and a number of Independent food stores around Ireland.

OVER **18**
MILION PRODUCTS
SOLD TO DATE!



there are 120
Happy Pear
fixtures across
SuperValu stores
in Ireland!

OUR FARM AND PRODUCTION FACILITY

At the heart of Kilcoole in Co. Wicklow lies a thriving 4-acre organic and regenerative farm, where the Happy Pear is dedicated to improve soil health and biodiversity using minimal tillage practices.

In our production facility, Pearville, we develop, produce and pack over 15% of our total product range. This 14,000 sq feet facility operates to the highest global quality standards yearly achieving a BRCGS AA rating. It currently operates on a single shift and can easily do 4 times current production volumes to enable our growth ambitions.

We also run a purpose built indoor farm specialising in growing the most nutrient dense foods on the planet: living sprouts, micro greens and wheatgrass. These are available throughout Ireland at SuperValu, Centra and through leading foodie stores. We began this venture in 2009 and have been using certified organic seeds since the very beginning.

With our commitment to sustainable farming practices and high-quality produce, this farm is a great place to invest in for us to contribute to a better future and support a successful business.



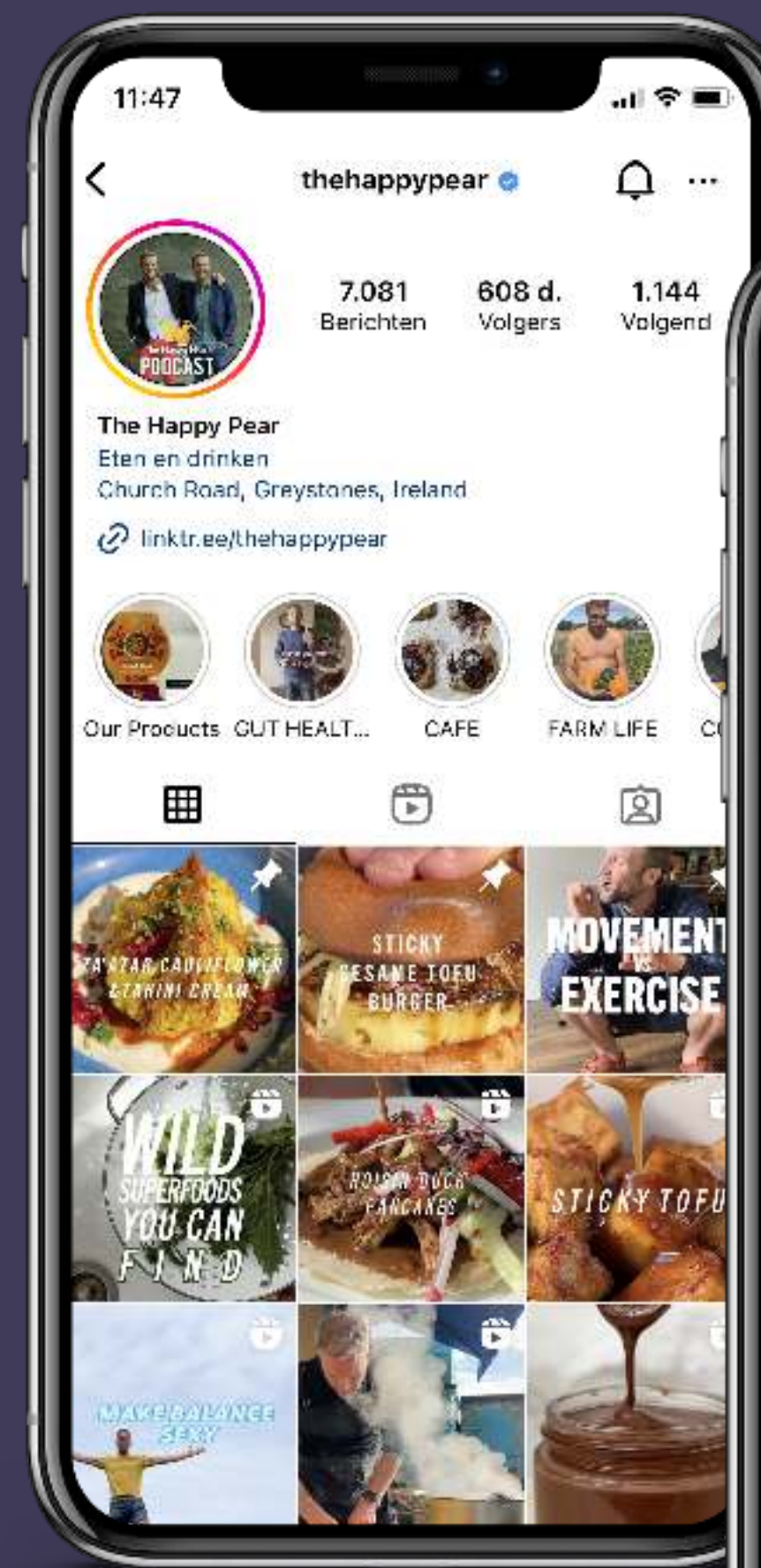
MEDIA & EDUCATION

A key part of the brand's success has been the huge growth in its social media following where the company now has over 1.6 million followers across Instagram, Facebook and TikTok. Our YouTube has more than 48 million views, where 26% of the subscribers are from the USA and 16% from the UK. Across all of these platforms, Dave & Steve provide inspirational content, delicious plant-based recipes and practical tips for plant-based living.

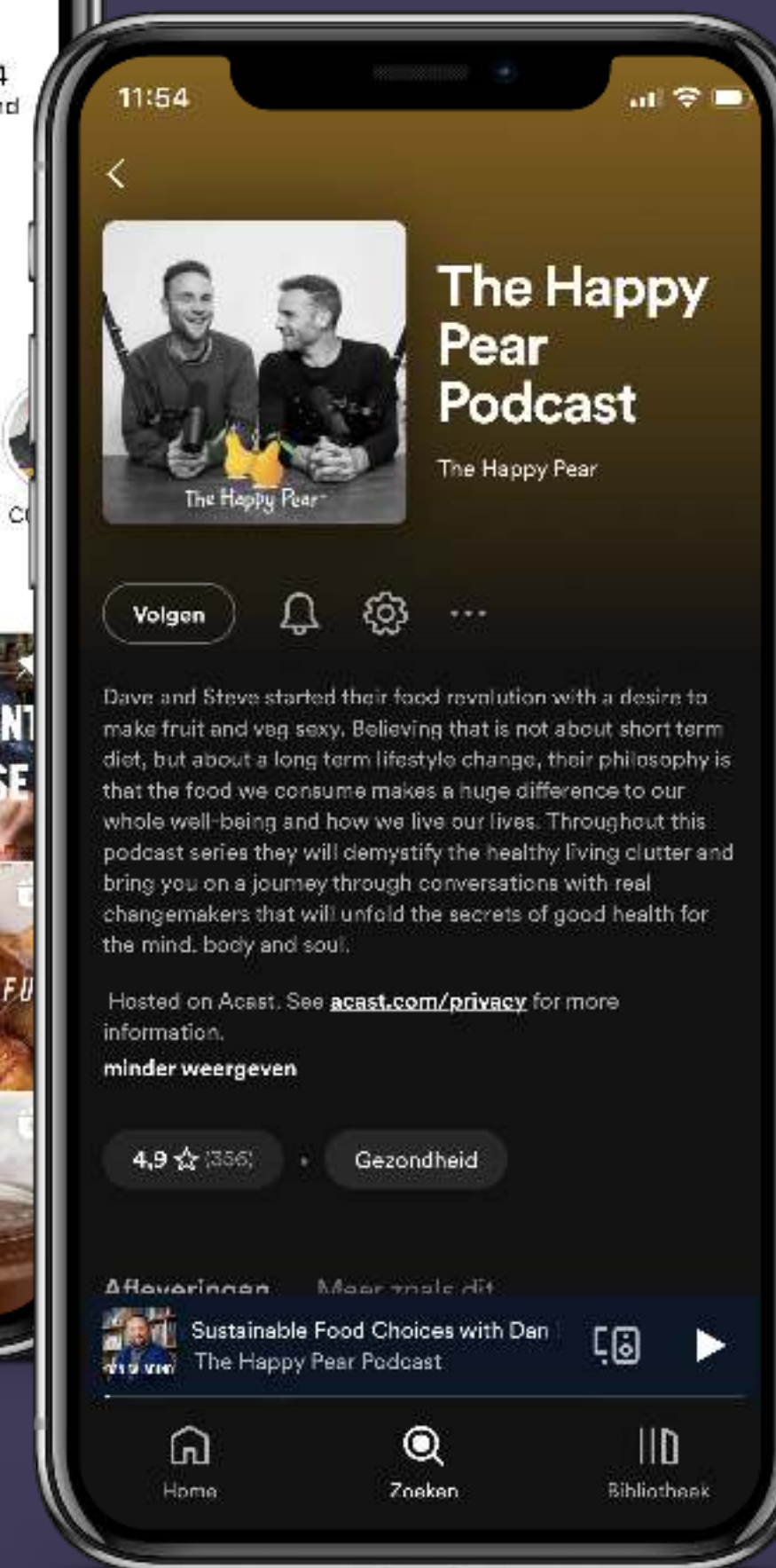
We have partnered with a range of expert medical practitioners including cardiologists, gastroenterologists, and gynaecologists to create a range of healthy living courses which have helped over 100,000 participants from over 100 countries over the last five years. We recently launched a mobile app containing hundreds of recipes, workouts and guidance supported by a vibrant online community to help people live happier and healthier lives.



2 million podcast listeners in 2 years, 80 k downloads every month – 41% of the listeners are from the UK



600K+ followers on Instagram!



GREEN IMPACT

At The Happy Pear, sustainability is baked into our very DNA. Our products are 100% plant-based, supporting a more environmentally friendly diet & lifestyle.



We only put our products in the most sustainable packaging



We power all our retail and production sites with renewable energy



We invest in organic and regenerative farming practices



Nature provides all the ingredients you need, we don't take shortcuts and don't use chemical ingredients



We push to reduce food waste across everything we do



Our fleet is fueled by compressed natural gas



SOCIAL IMPACT



We deliver soup and bread to homeless in Dublin via the Tiglin initiative and any leftover food from our cafe / facilities is distributed to local charities



Our consistent daily sea swimming & highlighting on social media has encouraged the proliferation of more water swimming across Ireland and the world



Our business success has delivered significant employment within the area



The presence of The Happy Pear in Greystones (being referenced in many international tourist guides) has positively increased the numbers of visitors and tourists to the town over the past two decades

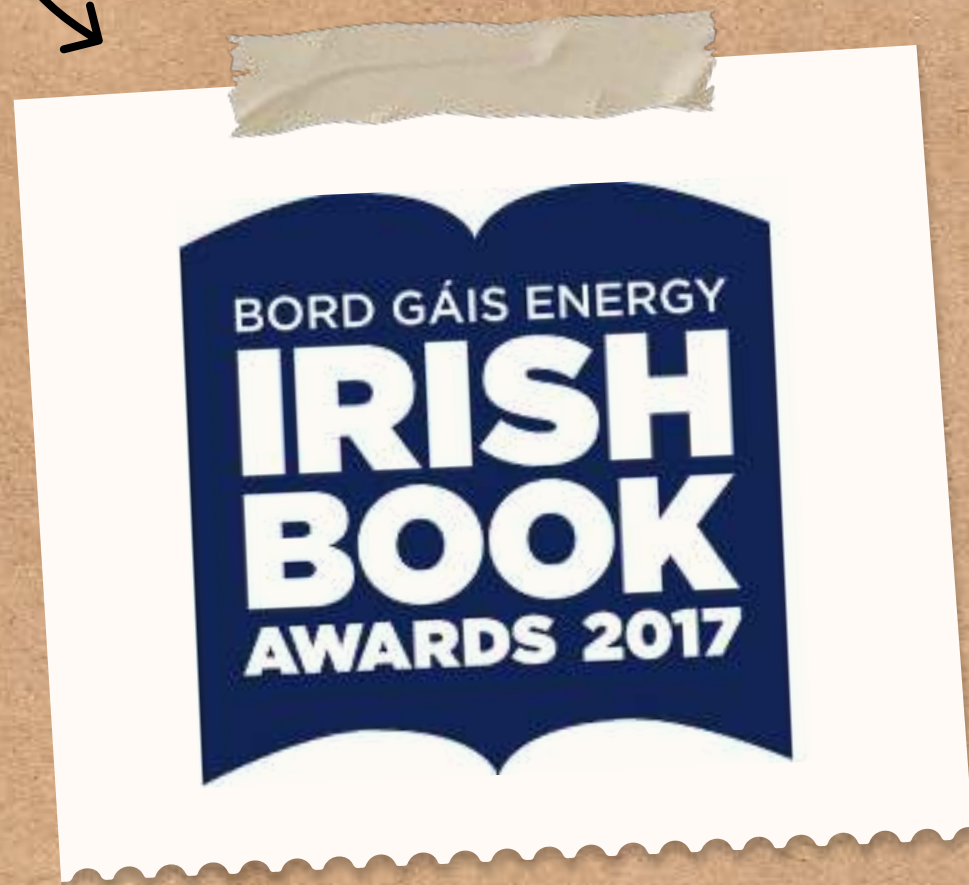


We provide charitable support to community groups across the Greystones area and free access to community groups for meetings in our premises in the evenings

HAPPY PEAR COMMUNITY SWIMRISE 5:11 AM



Irish Cookbook of the Year
Irish Book Awards



Bronze Medals for
Spicy Red Pepper Pesto
2022, 2021 National Irish
Food Awards



Silver Medals for
Roasted Red hummus,
Happy hummus, Lovely
Basil Pesto and
Sundried Tomato Pesto
2022, 2021 National Irish
Food Awards



2 Stars for Lovely Basil Pesto
1 Star for Happy hummus, Sundried
Tomato Pesto, Roasted Red hummus, L &
SP Dahl Meal Pot, Dave's Cocoa Granola
2021 Great Taste Awards

Best Digital Marketing
Bord Bia Food & Drink Awards



Tripadvisor Certificate
of Excellence

BOOMING MARKETS

In the UK and Europe, the health food and plant-based food markets are also rapidly expanding, driven by a growing awareness of the health and environmental benefits of plant-based diets. According to a report by Research and Markets, the European plant-based food market is projected to grow at a compound annual growth rate (CAGR) of 11.9% from 2021 to 2028.

IGD reported that in 2022, 34% of people reported an interest in trying or planning to try a plant-based diet in 2022. The UK buys a third of all those plant-based alternatives sold in Europe. Next to that Veganuary 2023 sign ups hit a record rate with over 629,000 signed up compared to 583,000 the previous year

In the UK, plant-based food sales reached £816 million in 2020, with a growth rate of 14.5% from the previous year, according to research by The Vegan Society. The research also found that the number of vegans in the UK has quadrupled since 2014, with an estimated 600,000 vegans in the country.

The Happy Pear is well-positioned to take advantage of the growing demand for plant-based foods in these markets, particularly with its focus on health and sustainability. The company has also expanded its reach through online sales, partnerships with retailers, and its own cafes and restaurants.



LEADERSHIP



Donal Flynn

Chairman Business
Oversight, Governance &
Standards



Aidan O'Byrne

Board Advisor Strategic
Finance & Business Advice



Darragh Flynn

CEO Strategic Decision Making,
Managing Company Operations



Emily Reynolds

Operations Manager
Production & Distribution



Stephen Flynn

Founder Director Retail,
Brand, Social Media



David Flynn

Founder Director App, Courses,
Brand, Social Media



Paul Murphy

Finance Director / CFO Finance,
HR & People, IT



Joanna Glynn

Board Advisor Strategic
HR advice

WORDS FROM FRIENDS

Some kind words from friends of The Happy Pear
made through the years



"They are
incredible..they are
vegan, fit as fiddles &
full of joy."

Russell Brand



"These two guys really
are the happiest guys
on the planet."

Ella Woodward



"These lovely boys
always create incredible
tasty food!"

Jamie Oliver

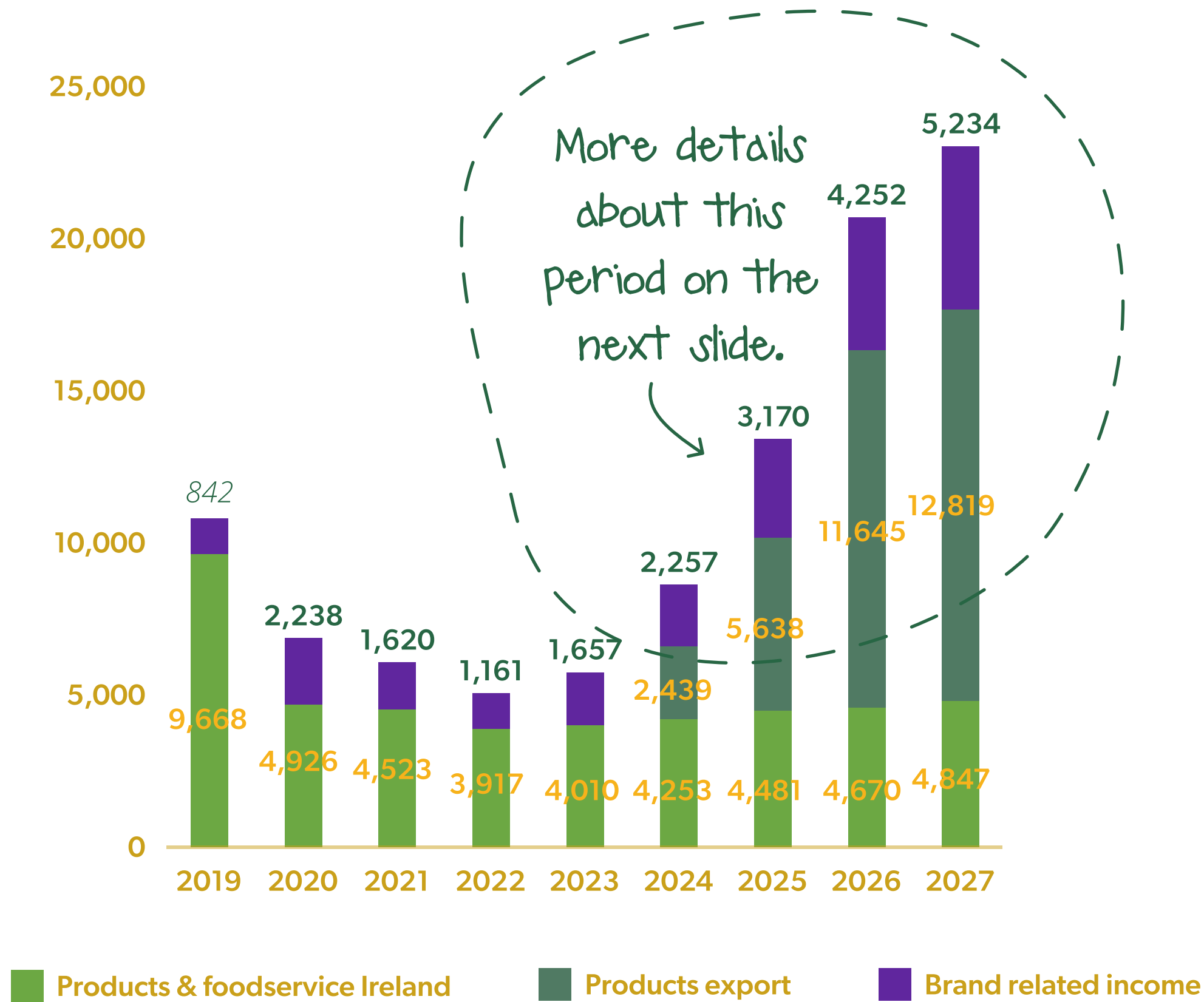


"They are great
people, who make
unbelievable food."

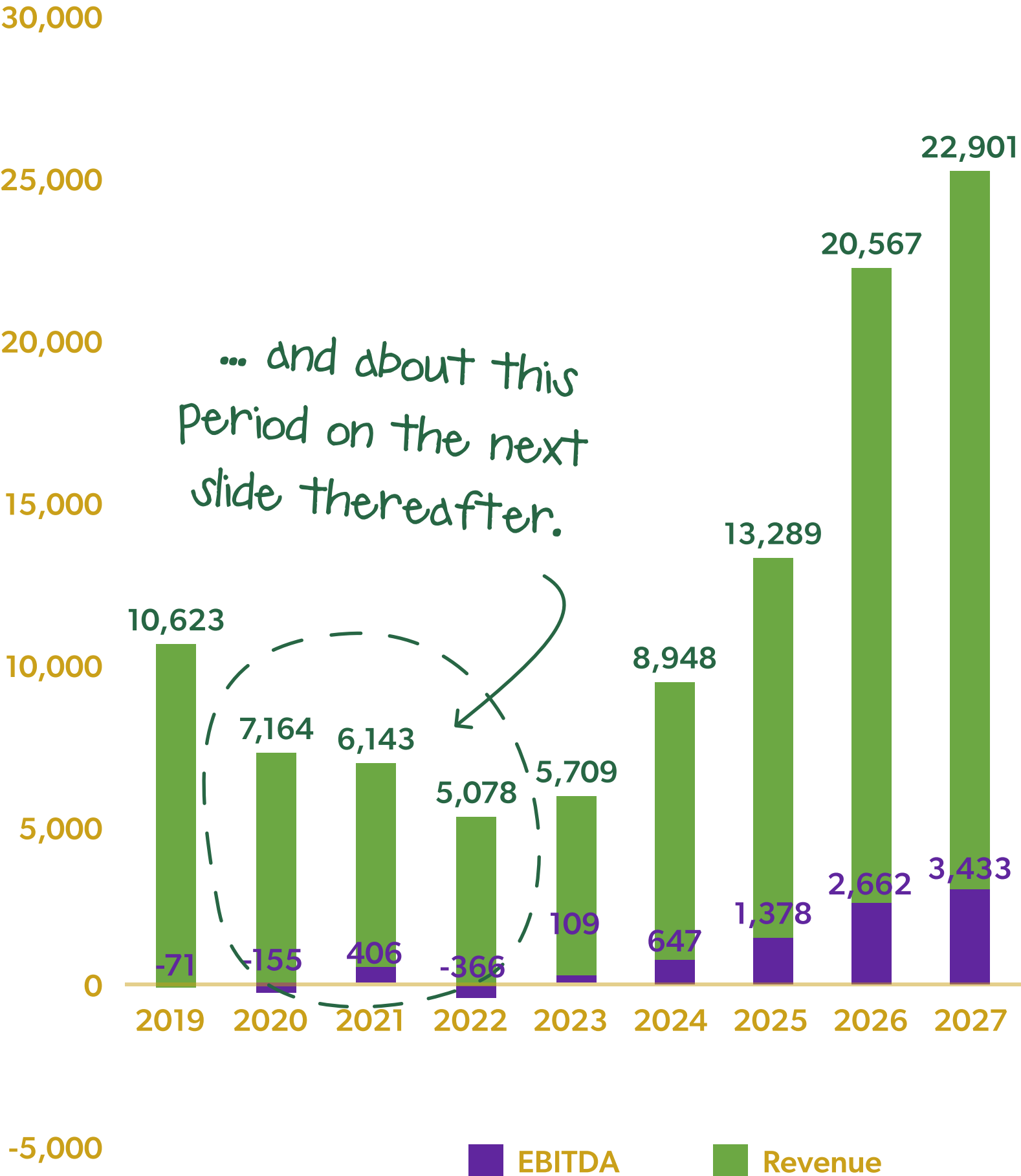
Joe Wicks

FINANCIALS

BUSINESS STREAMS



REVENUE & EBITDA





THE ROAD AHEAD

Right now, we can clearly see the next step for The Happy Pear. We can feel it.

Expanding our sales to the UK & beyond

Our expansion into the UK is right there. Our extensive product range fits perfectly into the UK retail market, lining up beautifully with the fastest growing consumer trends and the appetite for this segment and what we can bring is huge.

Our export strategy consists of delivering a broad portfolio of products through a combination of in-house produced blended products (pesto & hummus) and products made by carefully selected outsourced manufacturers in the cereal, meals, soups and snacking categories. We have identified suitable distribution channels

Expanding the reach, awareness and delivery of our app

As an impact-driven brand, The Happy Pear is passionate about supporting and educating individuals to lead a healthy lifestyle through social media, books, podcasts and of course our App. Funding will enable us to deliver the plans we have in place to improve the accessibility and customer experience of our App. Through leveraging our brand channels with an international digital sales & marketing campaign this will enable us to attract really significant numbers of new users into this digital community.

With our new affordable monthly food & lifestyle membership, alongside our range of life-changing courses developed with medical experts, we have solutions to help these people really transform their lives to be happier and healthier.

Future international expansion through Brand licensing

Our strategy is to roll out licensees or franchise holders for our foodservice café outlets in the UK and Ireland. Next to that we will be orienting on the North America and Northern Europe markets by securing licensees for our packaged food products.

To support this expansion we will build out the capacity of our management team, including brand management, so that we choose the right market entry models and the right Licensee partners to roll out our food products and our foodservice outlets in the UK, North America and Northern Europe.



OUR COVID SURVIVAL STORY AND RESTRUCTURING

THE PROBLEM

Significant setback for retail and production.

In March 2020, all four retail locations, including three company-managed sites and one franchise site at Dublin Airport, were closed due to the pandemic and lockdown measures. As a result, Retail sales decreased from €3.0m annually to €1.1m for the year, with only the main Greystones site reopening in 2020.

Covid had a notable impact on the production operations that cater to food service customers, primarily the sprout farm, fermentation kitchen, and coffee roastery.



SOLUTION

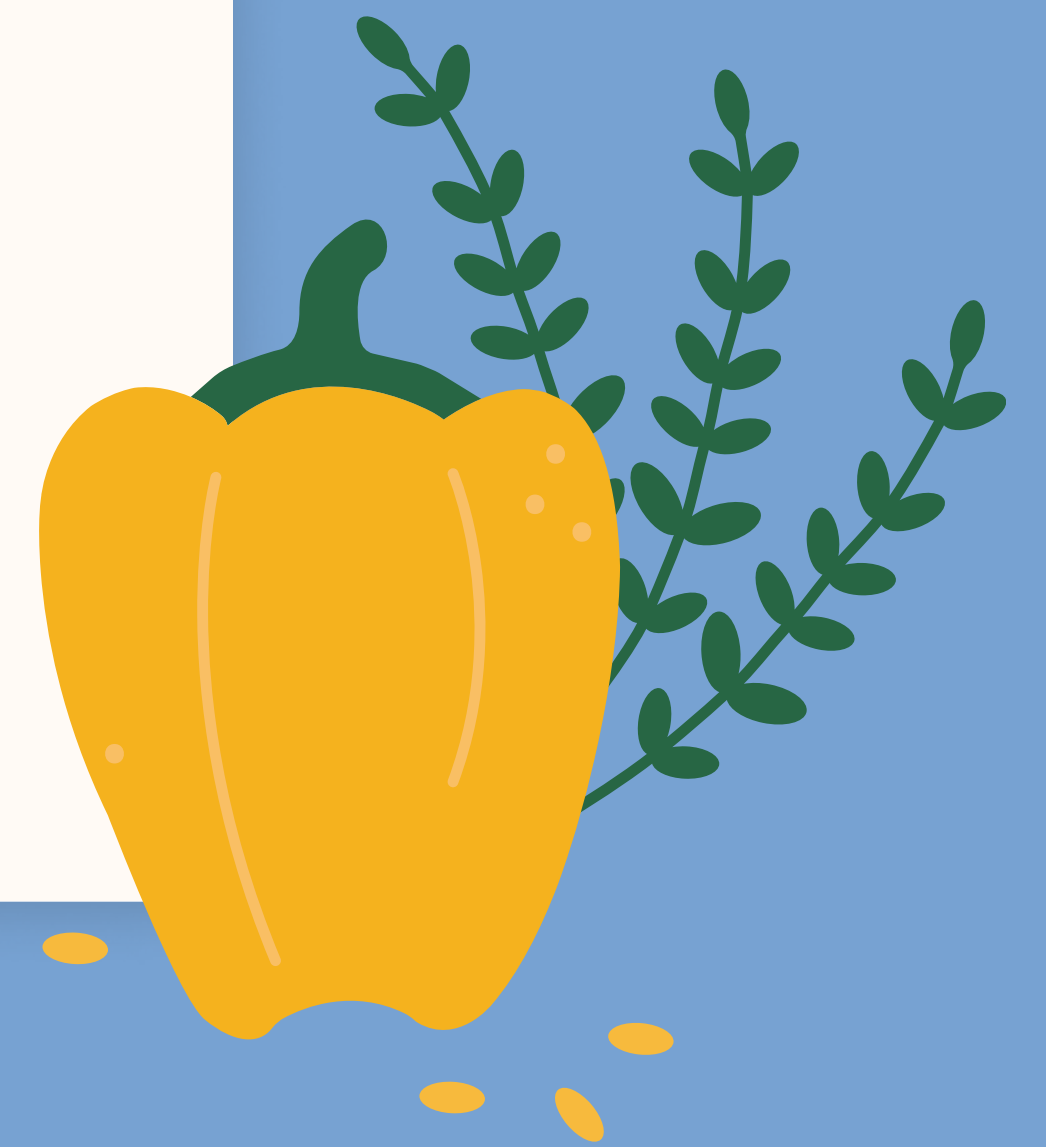
Company restructuring

The Happy Pear entered into a long term license agreement with Musgrave on February 3rd, 2020. The agreement granted Musgrave an exclusive license to produce, distribute, market, and sell branded food products under the Happy Pear brand through retail multiple channels and independent grocery stores on the island of Ireland.

This agreement allowed the company to keep its core focus on the development of healthy plant-based products. And while the outsourced production revenue became part of the license agreement, the company maintained enough liquidity and solvability to continue to grow its operations.

KEY INVESTMENT INFORMATION

- We've chosen crowd investing because of our big community of followers who should be part of the company's equity base and the ones to benefit from the share value increases in the future.
- We are issuing redeemable ordinary shares in the existing Irish entity.
- This is being done via an intermediary Trust. The ordinary shares are being issued from the company to a Trust called "STAK The Happy Pear". The investor receives a certificate of shares in the Trust.
- Shares can be redeemed (or bought back) by the company at any time. There is a minimum redemption of at least a 50% return, if the company redeems to shares.
- There will be no cap on the redemption price, meaning no limit on the potential share value growth.
- Although there are no voting rights attached to these shares, you can benefit from any increases in the value of the shares that comes along with an increase in the company's value, alongside any dividends granted from company profits in the future.
- The company does not currently issue dividends to shareholders however the Dividend Policy will be reviewed on an annual basis. Investors will be entitled to the same dividend rights as existing ordinary shareholders.
- In addition, within the Broccoli crowd investing platform, there is a secondary market. Following a two-year "time-lock" period you can sell your shares to other crowd investors on the Broccoli platform at a price agreed between you and the buyer.



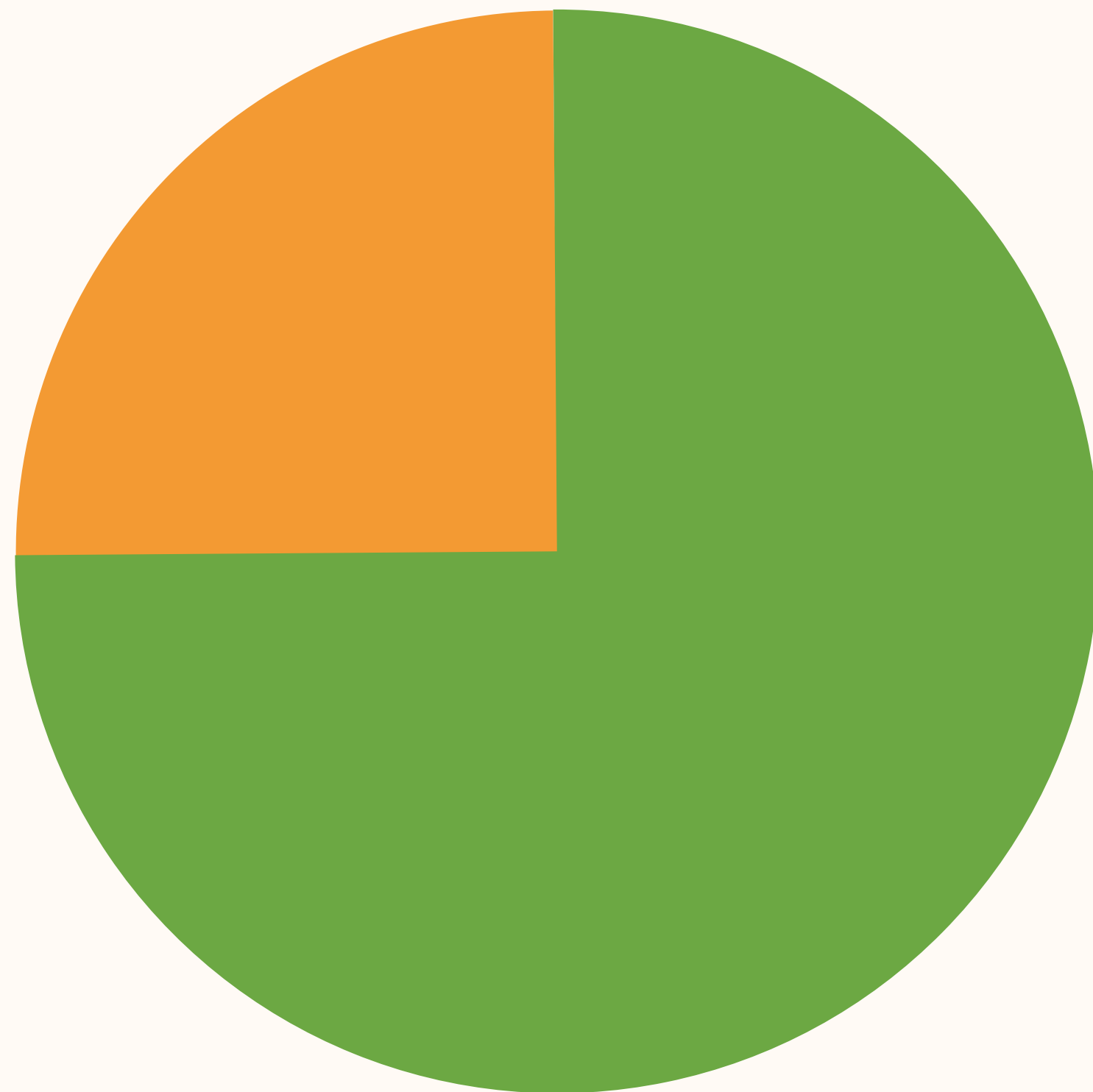
COMPANY STRUCTURE



*based on €2,5m of new funding in

USE OF PROCEEDS

Funding target: €2,500,000



■ 75% - Sales Expansion to the UK & Beyond

■ 25% - Expanding the international awareness and delivery of our app

75% - Sales Expansion to the UK & Beyond

- Invest in suitable production equipment in Pearville to enable scaling of our pesto and hummus production for supplying the UK and beyond
- Work with the ideal distributor and an experienced sales and marketing agency to enable a successful launch of our product range into the UK market
- Roll out a small number of country/regional Licensees for our foodservice café outlets in the UK.
- Develop a stronger in-house Brand Management Team that oversees the international roll out of the brand and provides the daily support to all our licensees.

25% - Expanding the international awareness and delivery of our app

- Develop and refine our Happy Pear app so we can include lower cost versions and make it a daily go-to for healthy eating and healthy lifestyles, as well as being a great source of community and fun for hundreds of thousand of followers worldwide
- Build out our sales & marketing capability to leverage growth in other markets
- Invest in improving the customer experience of the product



The Happy Pear

INVEST TODAY! BECOME AN OWNER AND LET'S
GROW TOGETHER AND MAKE THIS DREAM BECOME
A REALITY.

The Happy Pear began in 2004. Identical twins, Dave and Steve, had a dream of making the world a healthier and happier place and wanted to build a real life community around this. They started by opening a humble fruit and veg shop in their hometown in Greystones, Co Wicklow, Ireland.

Our passion for plant-based food led to the growth of Ireland's largest plant-based food business. Fast forward almost 20 years and the vision is still the same, to create a healthier, happier world and to build community! Today, The Happy Pear now consists of 70 food products sold in 600 stores across Ireland & Northern Ireland; The Happy Pear app with a suite of online health & education courses and hundreds of exclusive recipes, workouts, yoga and meditation; a bustling cafe & retail outlet in Greystones, Co Wicklow; a range of 6 international bestselling cookbooks selling over 320,000 copies; a 4-acre Regenerative Organic Farm, a community of over 1.6 million people following on social and over 48 million views on YouTube.

Let us take you on our journey
that began in 2004,
19 years ago ...



Opened "The Happy Pear"
fruit and vegetable shop
in Greystones (opened a
delicious healthy food
café next door in 2006)



2004



2008

Began presenting
classroom based Happy
Heart courses teaching
healthy eating practice to
lower blood cholesterol



Commenced supply of these products to retail & foodservice outlets in Leinster



2008

Established a sprout farm growing wheatgrass and healthy micro greens in indoor grow rooms



2010

Commenced distribution of Pesto & Sprouts through the SuperValu chain



2013



2011

Commenced production of The Happy Pear range of Pesto - Lovely Basil Pesto and Sundried Tomato Pesto



2012

Opened an embedded café in Shoreline Leisure, Greystones



2014

Authored BEST SELLING FOOD BOOK IN IRELAND 2014 "The Happy Pear Book" published by Penguin

2015

Formal UK book launch; awarded BEST SELLING FOOD BOOK IN IRELAND for the second year running



2016

Opened Pearville, a 14,000 sq/ft production facility in Kilcoole. Release second book - "The World of The Happy Pear"; Won Ireland's "Cookbook of the Year" in 2016.

Launched new granolas, meals & convenience snacks



2017

Released our 3rd international bestselling cookbook 'Recipes for Happiness'. Launched new granolas, meals & convenience snacks. Hosted our biggest ever Swimrise community event with over 1,000 people swimming on Greystones beach at dawn.

Opened one of the world's first fully plant-based food outlet in an airport



2019



2018



2019

Opened the world's first fully plant-based food outlet serving fully compostable packaging; Launched new online courses - Gut Health Revolution with Dr. Alan Desmond and the Ultimate Vegan Cooking Course.



2020

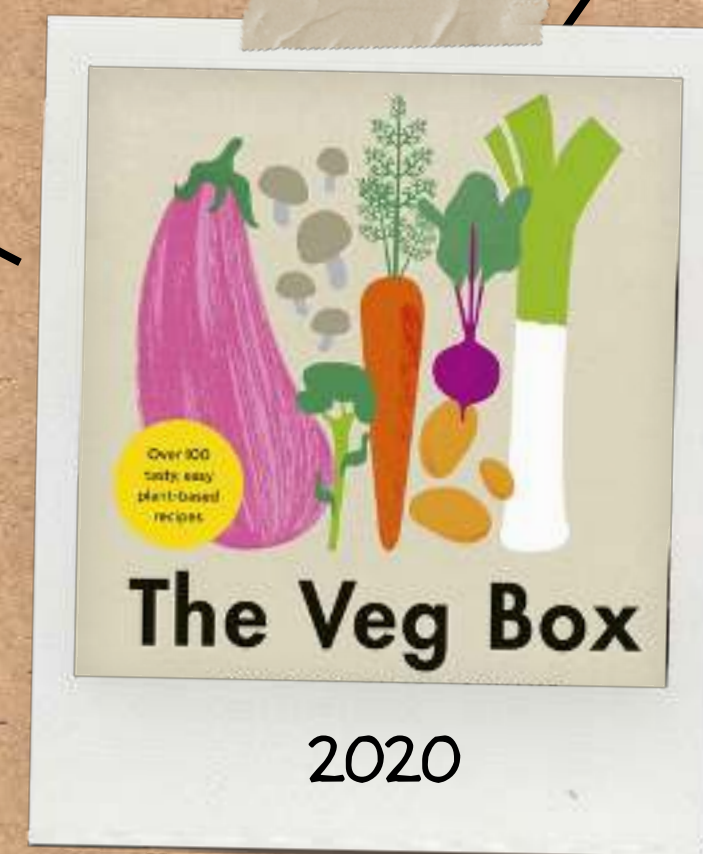
More than 35k participants from over 90 countries through our online courses.

Sold license to Musgrave Group for retail branded products in island of Ireland



2020

Launch of "The Veg Box" book



2020

Opened a 4-acre organic regenerative farm in Co Wicklow Q2



2022

2022 Q2 Pearville production facility awarded 'AA' grade BRGCS

Second year in a row annual audit Pearville production facility awarded 'AA' grade BRGCS



2022

Launched our mobile app on iOS and android Q4



2022



WHAT'S NEXT?

Our Crowd Investing Campaign:
Successful expansion of our Product Range into the UK!

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