



HAPPERLEY CLIENT BENEFITS

Started by farmers, facilitated through technology.

Happerley is delivering an independent means to secure provenance, honesty and transparency across the food and drink industry.

We are empowering the consumer to know the journey of their food and drink at all points of sale and the businesses to tell them.

Happerley is a technology, a validation, and a marque to protect your provenance premium. Join the movement.

Happerley turns food and drink businesses 'Happerley Transparent' by independently validating and publishing their ingredient supply chain, awarding them a unique marque and QR code.

Becoming 'Happerley Transparent' delivers a range of marketing and commercial advantages. Fees are equitable and based on turnover with a monthly fee following a one-off onboarding fee.

Critical Benefits

- **Validate your provenance premium;** on packaging, POS material, labelling or marketing content with the Happerley Transparency marque containing your own unique QR code. This instantly reveals your ingredient supply chain via a free dedicated app
- **Be networked** across the website and app with your own editable profile page for consumer and other potential buyers to view
- **Showcase your brand values** and outline your commitments to sustainability, to the environment, to local communities and much more on your profile page
- **Strengthen your supply chain relationships** by showing your shared values to consumers and safeguard against disruptions
- **Increase customer engagement, loyalty & honest reputation** for your brand, building trust in your consumers by empowering them

Join Us:

CREED
THE FOODSERVICE COMPANY

wolfys
Howlin' Good from dawn 'til dark

FREEDOM
SINCE 1995
BREWERY

Est'd 2014
COTSWOLDS
DISTILLERY

THE KITCHEN
BAR & RESTAURANT

CHURCHFIELDS
SALTWORKS

Chase
DISTILLERY

BARE BONES
PIZZA
WOOD FIRED



- **Increase sales opportunities** with numerous wholesalers, retailers and foodservice operators actively looking for transparent brands to add to their supply chain

And Much More

- **Promotion:** articles/blogs, media introductions and much more
- Priority inclusion to **Happerley events**, including annual networking events and webinars with industry professionals
- **Social media & website marketing promotion** and support throughout
- Reduced rates with our **website & software development** partners
- Discounted rates on our **sustainability assessments** (ask for our HATS information pack)
- **Free business coaching session** with ActionCOACH who can provide advice on growth strategies, margin improvement, funding and resource management



DISCOVER

Instantly see the producers supply chain, their brand values and how they address topics important to you

SEARCH

Search the network for specific brands, products or organisations

UNDERSTAND

View explanations of the accreditations and memberships each business has

REPORT

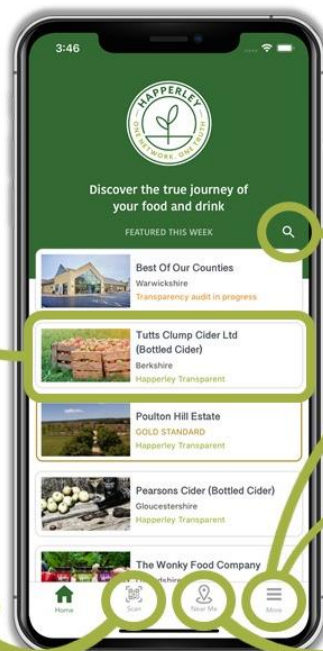
Take matters into your own hands and report any misleading marketing you see

NEARBY

Whether you are in the city or walking through the countryside, see which producers are nearby

SCAN

Scan Happerley QR codes to instantly see where the ingredients have come from



To find out more please call us or register your interest [here](#)

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