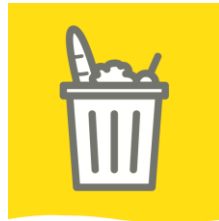




HAPPY HOURS
market

1/3 of the food produced globally goes to waste



220 tons

of unsold food from large
retailers goes to waste daily

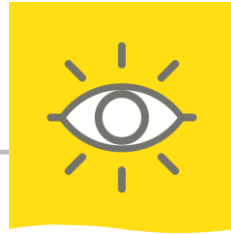
In Brussels



10 tons

of unsold products are
collected by Happy
Hours Market

Our mission



To reduce food waste while making food affordable and accessible for everybody.

How ?

A simple and innovative logistic solution

1. Food collection



Daily surplus food collection from our partner stores.

2. Sale



It's the Happy Hours !
Products are available in our App
from 8h to 22h.

All orders made before 15h30 are collected the same day at our pick up points.

3. Food donation



Unsold products from supermarkets are delivered to charities free of charge in collaboration with SAFE Food Advocay Europe-



Value proposition



Supermarkets and wholesalers

- **Cost savings** in food waste management
- **Financial remuneration** on unsold food
- **Losses reduction** thanks to precise and visual weekly and monthly stock analyses.
- Centralization and **increase of donations** to charities.
- **Green and sustainable brand positioning**

Consumers

- Daily offer of fresh and varied products at **50% of the price**
- Products **choice and a wide offer of different brands**
- **Savings** on food budget
- **Positive environmental and social impact** by preventing food waste
- **Positive social impact** by supporting charities and vulnerable people everyday

Today...



+1.000 tons
of food prevented
from waste



+4.000.000
products saved



400.000
meals donated



160.000
Downloads



40
Full time equivalent



45
Partners



17
Pick up points

- St-gilles
- Forest
- Ganshoren
- Jette
- Cardinal
- Schaerbeek
- Etterbeek
- Bruxelles
- Ixelles (3)





HAPPY HOURS
market

Together against food waste

www.happyhours.be

