Happy Grocers

Sustainable & Ethical
global food supply-chain



HAPPY GROCERS


HAPPY
GROCERS


HAPPY
GROCERS



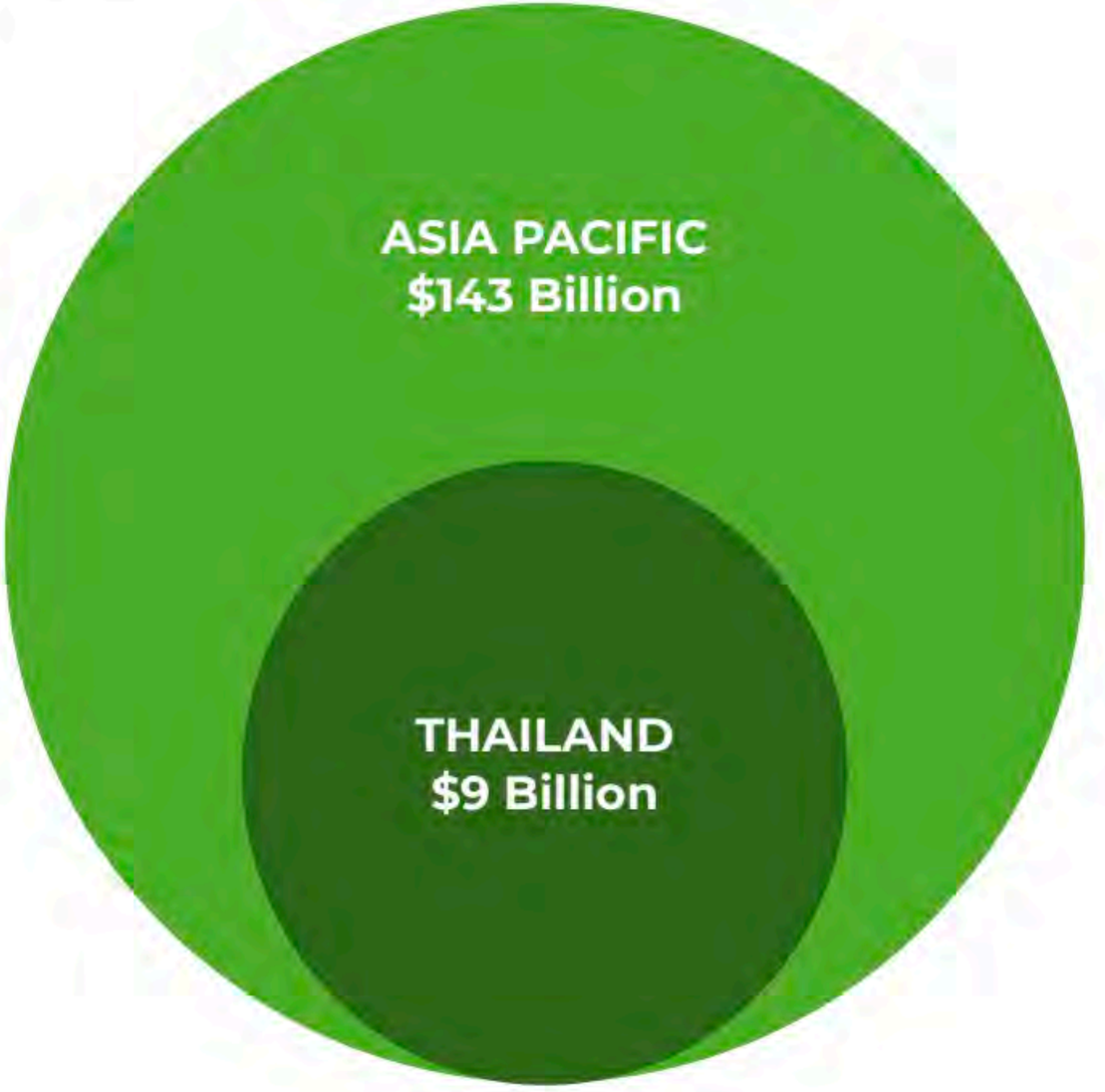



NEW YORK CITY
pigeon

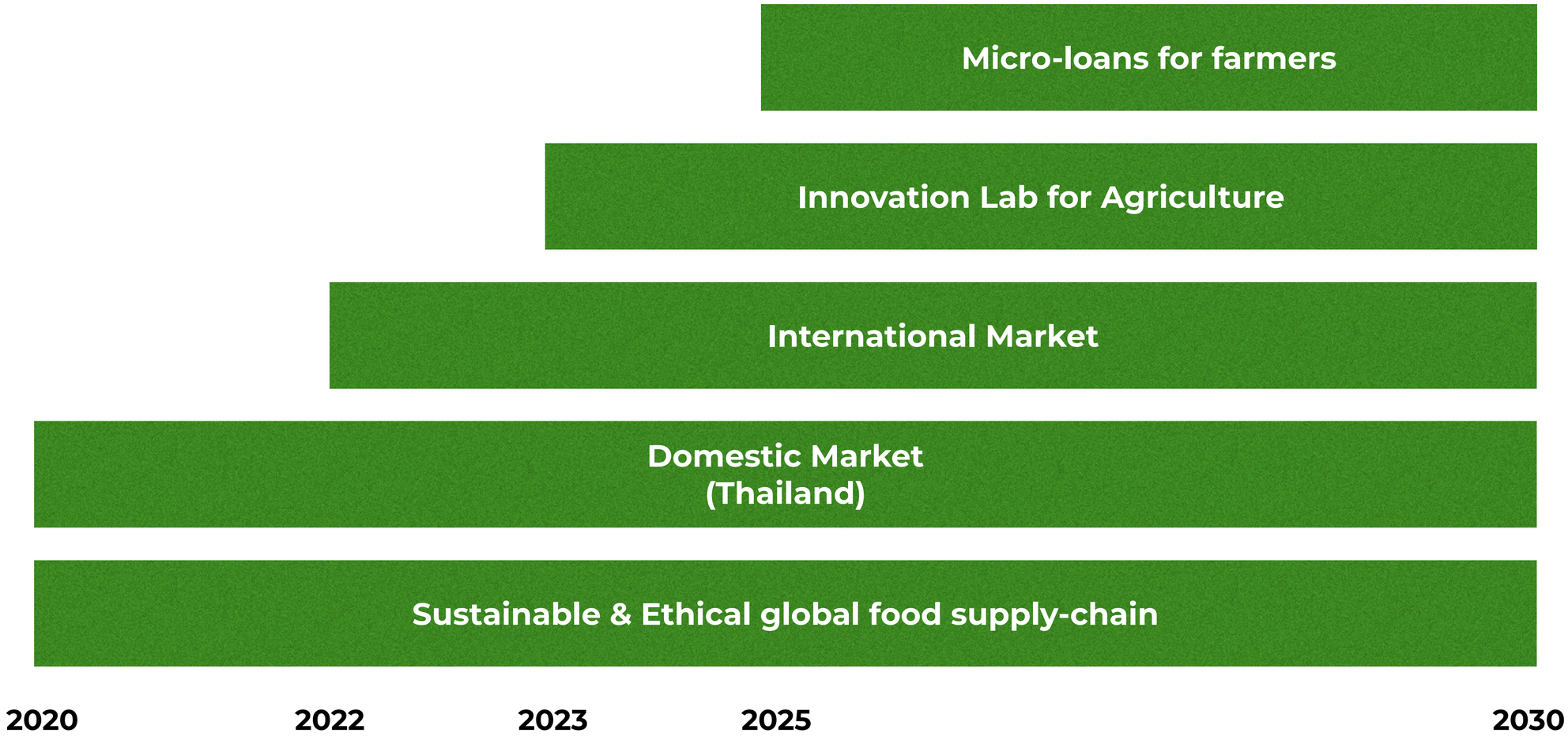

HAPPY
GROCERS

Health and Wellness Foods Market Size

Global Value = $1.1 Trillion in 2027



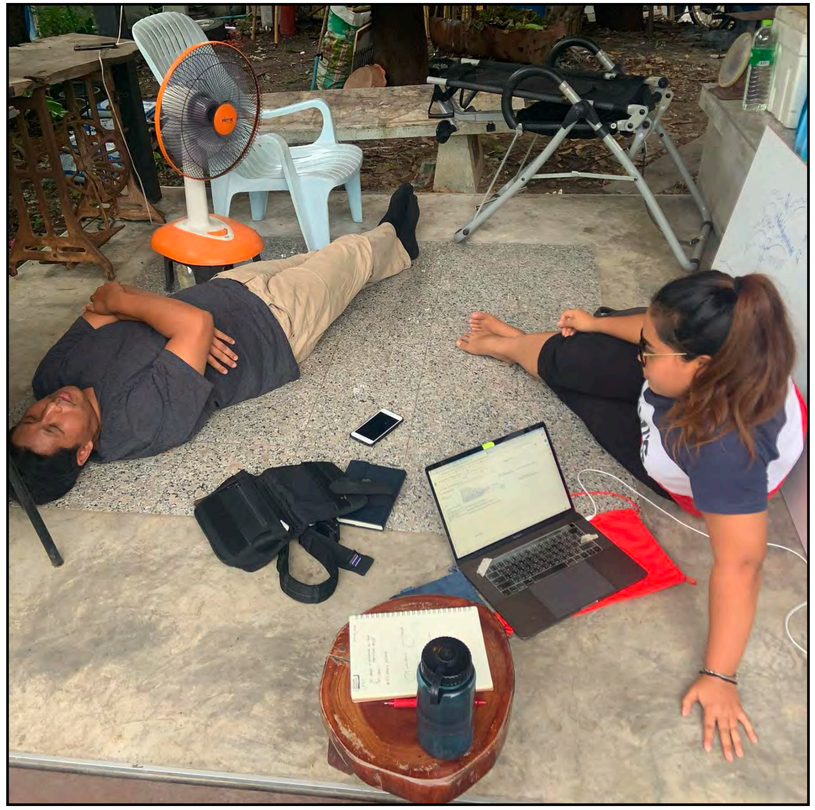
Our Roadmap 2020-30



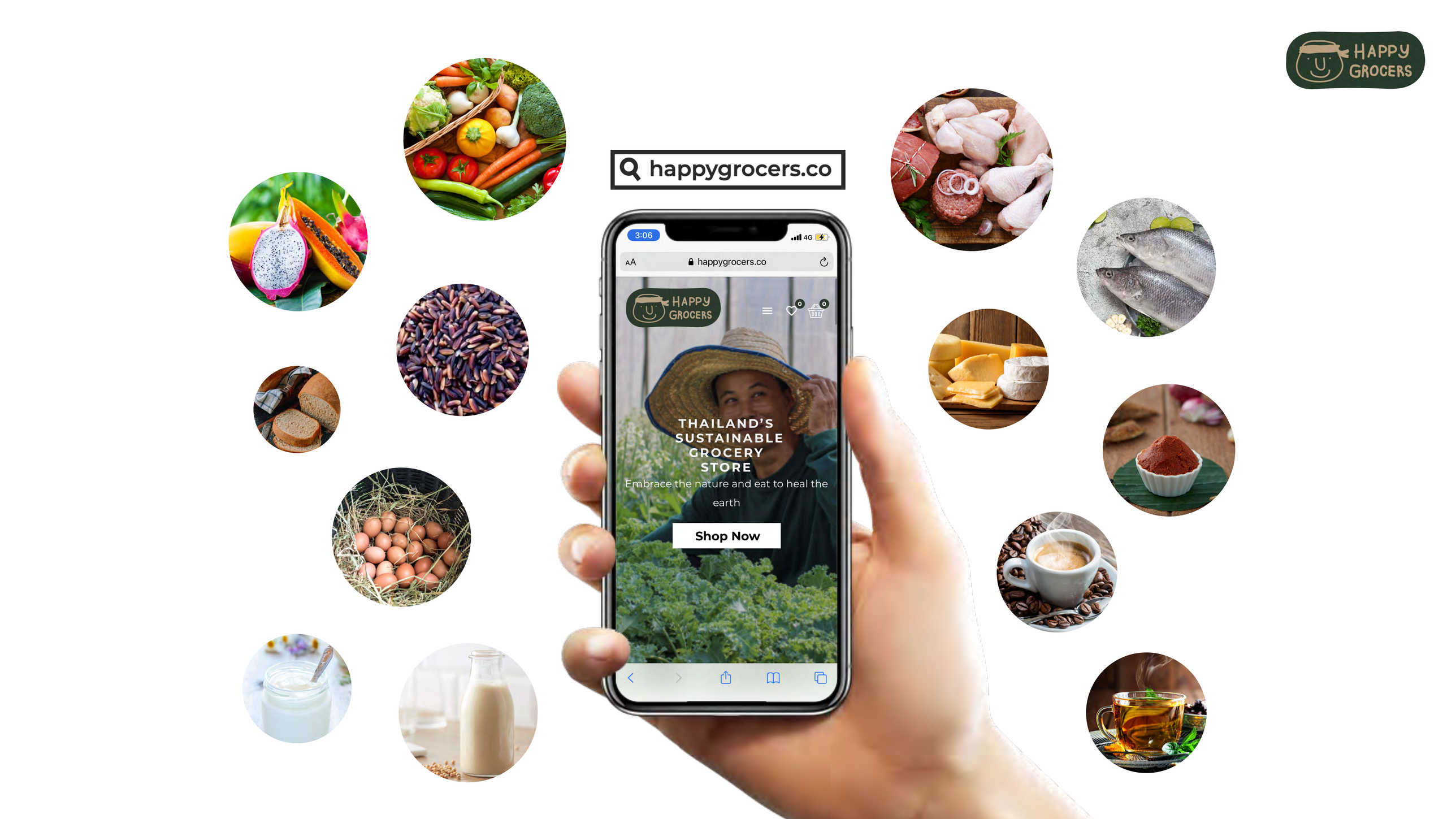
Domestic Market
2020

HAPPY GROCERS








happygrocers.co
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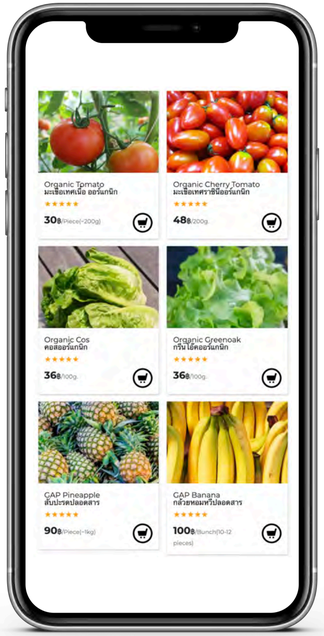
HAPPY GROCERS
THAILAND'S SUSTAINABLE GROCERY STORE
Embrace the nature and eat to heal the earth
Shop Now

1



Select products

happygrocers.co

2



Pay

PromptPay VISA MasterCard Alipay 微信支付 WeChat Pay

3



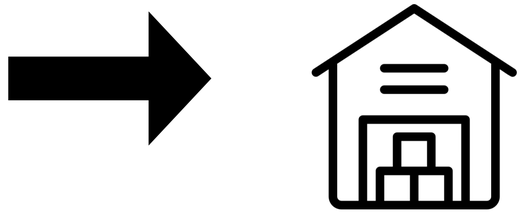
Receive

Business Model

Every 2-3 days

40 mins
to next day







- Individuals
- Restaurants
- Hotels
- Offices

Farmers
Contract farming

Happy Grocers
Ekkamai, Bangkok

Customers
Bangkok Metropolitant
All Thailand

Short supply-chain is key

- **Farmers get fair price**
- **Better price for consumers**
- **Predictable price for Happy Grocers throughout the year**


HAPPY GROCERS
Pineapple
Apple
Carrot
Celery
Orange
PRIDI
CACAOFEVIER


Eco-friendly packaging
HAPPY GROCERS
Thank you for supporting our communities.
Enjoy the produces!
- Happy Grocers -
HAPPY GROCERS



Mobile farmer’s market
25 spots in Bangkok,
Nontaburi, Samutprakan



HAPPY GROCERS

Monthly farmer's market To celebrate food and sustainability





















Education workshops


HAPPY
GROCERS
Farm visits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GROCERS

Our Impact & Traction
2020-2022

260
Tonnes
of food delivered

3K
Customers

20K
Deliveries

16
Farmer groups
we've worked with

10k
Followers
on social media

285k
Reaches
on social media

Profitable since day 1: March 27, 2020
ALL ORGANIC TRACTIONS

International Market
2022

Carbon Neutral Supply-chain

Our supply-chain is the key to sustainability

We holistically look at our operation to ensure we **reduce** our carbon footprints everywhere possible while **off-setting** our footprints through conservation efforts in Thailand.



Farms

- Organic agriculture & healthy soil
- Biodiversity
- Zero waste
- Natural pest control & weed management
- Protect pollinators
- Support Thai farmers through fair trade



Processing

Product:
- 100% Natural, no sugar added, no additives, no preservatives
- 100% recyclable packaging

Factory:
Solar powered
Standard waste treatment
GHP & HACCP & FDA standards

Learning center
for circular economy & sustainability



Shipping

Low carbon footprint per unit

No bilge water or waste released to the ocean

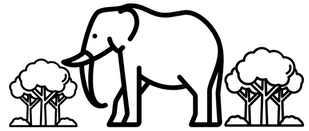
Forest friendly box



Consumers

Make an impact through every delicious sip

Stay healthy & hydrated



Wildlife Conservation

Proceeds fund conservation efforts of tropical rain forest and wildlife in Thailand








Farmer's Market
HAPPY GROCERS
Farm to door grocery store
จากฟาร์ม ถึงบ้านคุณ
有機野菜の配達
happygrocers.co
0863751942
Happy Grocers
@happygro
HAPPY GROCERS






CHAIYO
Hand picked
by Ratchaburi
farmers
Good
food
for you
& the
planet
Organic
Coconut Water


CHAIYO
CHAIYO

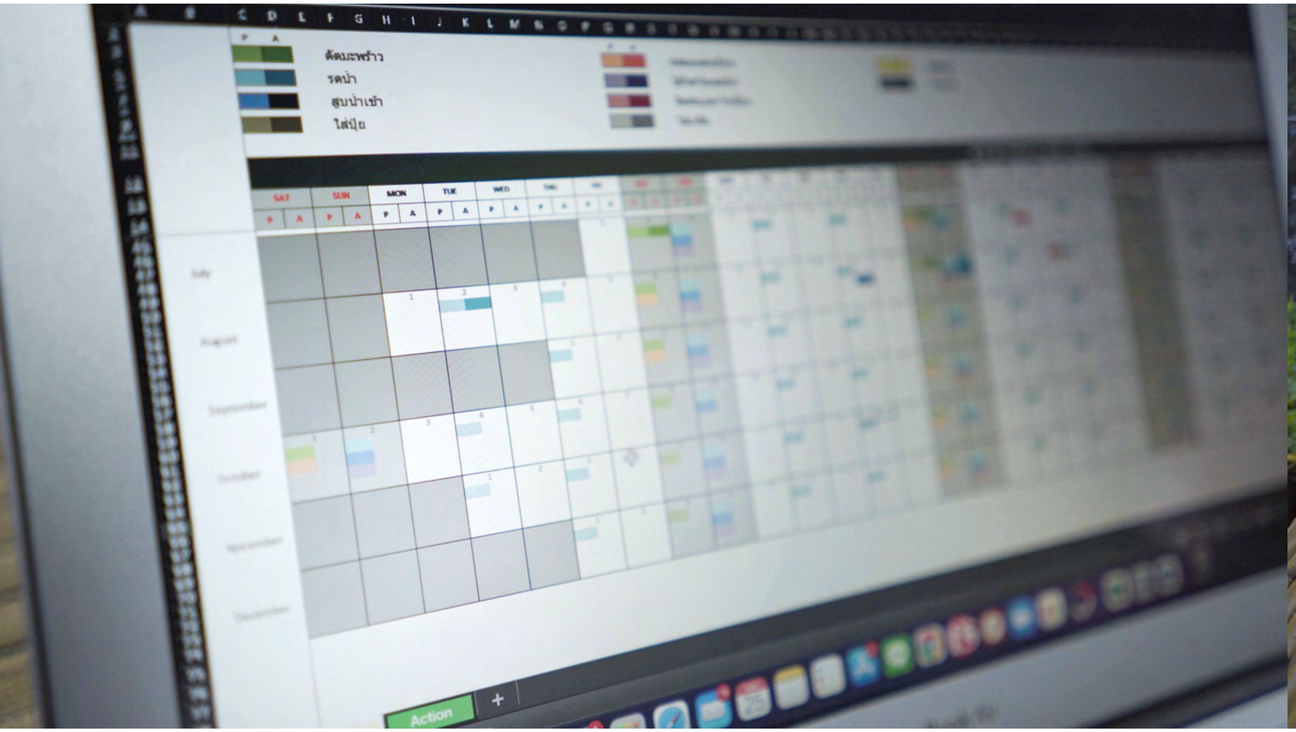

CHAIY
CHAIYO
Hand picked
by Ratchaburi
farmers
ETHICALLY SOURCED
Organic
Coconut Water
100% Bio Coconut Water
No artificial sugar
No preservative






CHAIYO

Innovation Lab for Agriculture
2023





Micro-loans for farmers
2025



Somsri

25 days
REMAINING

$3,000 to go
13% FUNDED

A loan of $3,000 to help Somsri transition his land into organic, buy seeds, and invest in solar power

Thailand Organic Transition Renewable Energy

Help fund this loan

$25

Lend now

Borrower story Loan details

POWERED BY 1463 LENDERS

Our team



Moh Suthasiny S.

Co-founder & Co-CEO

5 years in communications, marketing, design



Pearl Pattamaphon D.

Co-founder & Co-CEO

5 years in business strategy, supply-chain management



A Thammanat P.

Supplier Lead

8 years in organic inspection, agricultural development



Wanna learn more?
Please contact
moh@happygrocers.co

- Present on the business model – include motivation
- Present the products you offer
- Present on the business social impacts (Who are you targeting, how have you impacted the farmers life? How do you know?)
- Add a slide on the business case for working with the farmers (does it make economic sense)
- Business projections – where is the business going in the next 5 years?