

JANUARY 2024

The logo for Happy Hour Foods features the words "HAPPY HOUR" in a large, white, bold, sans-serif font. The letter "H" is stylized with two white hands raised from its top strokes. Below "HAPPY HOUR", the word "Foods" is written in a smaller, orange, cursive script font.

HAPPY HOUR Foods

Brazilian Snacks that turn any happy
moment into a celebration!

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About us

Our story begins in 1974 in Uberlandia-MG, Brazil, when Luiz Carlos de Oliveira and his family, to increase their income, began catering quality finger food to other hard-working people and small delis.

Happy Hour Foods has drawn inspiration from those humble beginnings to find fresh ways to sustain the tradition.

After Luiz passed away, his daughter Angelica, who had moved to Ireland, thought it would be an honour to continue her father's legacy and the business he always dreamed of.

With a diploma in Accounting and Business and over 18 years working as a Retail Store Manager in a competitive retail industry, Angelica had the opportunity to gain invaluable Management and Administration experience in Ireland.

In 2022 she decided it was time to use her knowledge and skills to bring Happy Hour Foods to the world.

Since then, Angelica joined the Food Starter Programme and Mentoring Programme with the Local Enterprise Office where she also gained a better

understanding of developing products for launch, distribution and logistics, branding and packing, food safety and legislation, market trends, and more.

Angelica is a member of Dublin Food Chain, a member of the Brazil-Ireland Chamber of Commerce, attended the Specialty Food and Drink event in London in 2023 and is constantly studying to improve the business and to make new connections.

ANGELICA OLIVEIRA

Founder & CEO



"I founded Happy Hour Foods with the idea that every family deserves to have high-quality party food on their table. And also to bring a bit of Brazilian celebration food to Ireland."



Mission and Vision



MISSION

Our Brazilian food culture and tradition drive results, leverage strengths, and make us unique.

Whether it's aiming for the best quality and taste, or implementing programmes to reduce food waste and promote sustainability, we believe there is always space for development and strive for perfection.



VISION

To be the number one brand in our customers' minds when they think of a tasty and healthy snack to serve to their loved ones on ordinary and festive occasions.

What we do

At Happy Hour Foods, we use only the best Irish ingredients to produce a range of traditional Brazilian snacks that are increasingly popular among people of various ethnic backgrounds, particularly in contemporary multicultural Ireland.

Our snacks are a convenient option to keep on hand in the freezer for parties, kids' school lunch boxes, or serving to friends at home.

The bite-sized snacks come pre-fried in a pack of 10 or 25 frozen pieces, and consumers can choose the size of the portion they wish to eat at the time. The preparation couldn't be easier; simply reheat it from frozen in a preheated oven or air fryer. And it is ready in minutes!



No Additives / No Preservatives



No Artificial Flavours



Palm Oil Free





Our snacks



Coxinha - Chicken Munch Feast

This creamy chicken-filled fried dough is the most popular Brazilian snack. You'll understand why once you try it.



Savoury Bites - Delectable Ham & Cheese

Ham & Cheese is a duo hard to beat! Some people say it tastes like pizza bites, we say it tastes like happiness.



Cheese Croquettes - Melted Cheese Perfection

Who doesn't love cheese? They are ready in 10 minutes and smell irresistible,



Brazilian Kibbeh - Beefy Bites

A mixture of bulgur wheat, onions, a hint of mint and ground beef that forms a crispy shell for a delicious stuffing.:

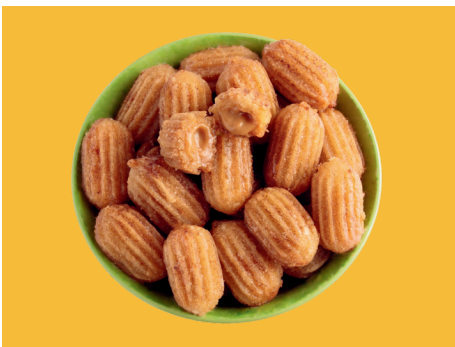


Our snacks



Portuguese Cod Croquettes

With their crispy skin and soft flavourful interior, these fishy bites stand out as popular and beloved appetizers all over the world.



Brazilian Mini Churros - Our sweet snack

Little sweet dough bites filled with dulce de leche and coated in sugar and cinnamon. It not only sounds like a dream, but it also tastes unreal.



Pão de Queijo - Brazilian Baked Cheese Roll

Made from organic tapioca starch and Irish cheddar cheese, the Happy Hour Foods 'pão de queijo' combines the traditional family recipe from Angelica's father with the best of Irish products. **Baked in the oven, not pre-fried.**

VEG

GF

Grow with us



With a growing interest in healthy eating and a need for variety, we are confident that consumers in Ireland will be intrigued by the flavours of our Brazilian snacks.

At Happy Hour Foods we pride ourselves on using only high-quality Irish ingredients, organic whenever possible, that are carefully selected to ensure that every bite is full of flavour and free of artificial substances.

From our first year in business, engaging closely with clients, we observed that health-conscious eaters constantly search for a tasty and convenient meal option, which reassures our belief that we are on the right track.

We are determined to have our range of products on the shelves of retailers that are aligned with our values and, therefore, to bring celebration food to more and more tables countrywide.

Happy Hour Foods snacks can currently be ordered through WhatsApp and Deliveroo App. We also serve freshly fried ready-to-eat snacks every Saturday and Sunday at St. Anne's Park and Herbert Park Farmers Market in Dublin.



Photos: Happy Hour Foods Stall at Farmers Market and Corporate Events. Meet us at St. Anne's Park on Saturday 10am-4pm and Herbert Park on Sunday 11am-4pm

New packaging

AND A NEW WEBSITE IS TO BE LAUNCHED IN MARCH 2024



The new packaging incorporates the colours of both Brazil and Ireland flags creating a vibrant and eye-catching design that is sure to grab the attention of shoppers. Our new identity is not only visually appealing, but it also represents the brand's commitment to its roots and culture. The Happy Hour Foods website will utilize the same cheerful tone of the new packaging to provide a hassle-free experience that reflects the intention of our products.



THANK YOU



For inquiries, contact us.



Brazilian Snacks that turn any happy moment into a celebration!



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<https://linktr.ee/happyhourfoods>

