



**Amy and Ruth Anslow from
hiSbe Food CIC**

SEWF2015

1st July 2015

Thank you for inviting us to SEW12010




Ruth, Amy and Jack

Founders and Directors of hiSbe Food CIC, UK

supermarkets do business





**We're challenging “how it is” with
our vision of “how it should be”**

Brighton in December 2013



building a crowd of supporters

THE ETHICAL SUPERMARKET FOR EVERYONE

hiSbe Food C.I.C.(UNITED KINGDOM, Company Number 7425306)



buzzbnk
positive people backing bright ideas

Venture

FUNDED!

0 Hours to go
£30,820 raised of
£30,000 target

Back This Venture

Everyone!

Free

Send tweets with the link to this page, using the #hisbe4brighton hash-tag.

For every tweet you will get one entry into a prize draw for a pair of tickets to hiSbe's 1st Birthday celebration party.

10 Backers Purchased 10 Units

Pioneer 10

£10

Money-off coupons for the hiSbe store

You'll receive coupons worth £12 off your shopping.

188 Backers Purchased 188 Units

The Buzz on the Project



how it Should be
RT @Organiciford: You'd never find these in the supermarket. Proper organic food at @growcomm #Dagenham #Farm. Yum! #zerofoodmiles
[http://...](#)

8 hours ago



how it Should be
Here's the listen again link for this morning's Sussex Breakfast show. Fast forward to 2:41 to hear the section... <http://l.co/lc4q6KNcY>

21 hours ago



HiSbe Food CIC
Here's the listen again link for this morning's Sussex Breakfast show. Fast forward to 2:41 to hear the section on hiSbe and crowd funding.

21 hours ago



how it Should be





**hiSbe exists to transform the UK food
industry, through social enterprise**

switch on the light



that started small and got louder



hisBe
people before profit

You can change what's wrong with the food system by supporting what's right.

01273 590129
hello@hisbe.co.uk
Find Us [Brighton]

Like us on Facebook
follow us on twitter
Subscribe on YouTube
join us on LinkedIn

a Community Interest Company, a commercial business with a social purpose

[Home](#) [what's hisBe?](#) [Pilot Store](#) [Soap box](#) [Action](#)

[8 Everyday Choices & Blog](#)

Home



hisBe stands for "HOW IT SHOULD BE."
hisBe thinks businesses need to do the right thing, as well as make money.
That's just... how it should be.
Isn't it?



 **HISbe Food CIC** on Facebook
Like

 **HISbe Food CIC**



Being transformative

Breaking conventions

Starting with “how it should be”

That’s the power of social enterprise