

Amy and Ruth Anslow from hiSbe Food CIC

SEWF2015

1st July 2015

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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)



Venture

FUNDED!

0 Hours to go £30.820 raised of £30,000 target

Back This Venture

Everyone!

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

Money-off coupons for the hiSbe store

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

188 Backers Purchased 198 Units

The Buzz on the Project



how it Should be RT @Organicliford: You'd never find these in the supermarket. Proper organic

#Dagenham #Farm, Yum! #zerofoodmiles Pyttes://...



8 hours ago



how it Should be

Here's the listen again link for this morning's Sussex Breakfast show, forward to 2:41 to hear the

section... http://t.co/icg4g6KNcY



21 hours ago



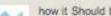
HISbe Food CIC

Here's the listen again link for this morning's Sussex Breakfast show. forward to 2:41 to hear the

section on hiSbe and crowd funding,







0:00

www.Buzzbnk.org/hiSbe

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



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

Being transformative

Breaking conventions

Starting with "how it should be"

That's the power of social enterprise