

Fruitfull®



We make your decision easy....

H&H's family of Fruitfull® franchisees offer food services and retailers the best!

SERVICE:

H&H's independent wholesale franchisees are entrepreneurs who own their own businesses. Our franchisees offer the highest degree of customer service. Employees for large ice cream companies simply can not and will not deliver this championship level of customer satisfaction. We care more and it shows. Go with the best - Go with an H&H Fruitfull® franchisee!



PRODUCT:

We proudly offer the highest quality frozen fruit and dessert bars in the world. Fruitfull® is 100% natural, fat free or low fat and delicious! Inspired by Mom's favorite recipes, our Happy Indulgence bars create a whole new dessert category... Real desserts frozen on a stick! The Key Lime pie bar is a cool and creamy choice with a refreshing tang and pieces of graham cracker. The Peach Cobbler, reminiscent of the old south, has whole peach slices and a hint of cinnamon and nutmeg. Give your customers the healthy alternative that is stunningly delicious and different. Ask about our Smooth 'N Easy Fruitfull® Smoothies.



PROGRAM:

H&H franchisees offer not only a complete product line, but a whole program as well. Our Fruitfull® franchisees will service your account dependably. They will stock and rotate the product for you, so there is no labor required on your part. Our pricing is competitive while offering retailers an excellent markup. Fruitfull® is devoured in the finest universities, military bases, hospitals and other top wholesale locations throughout the country. The outstanding working relationships that we have with various national and regional food services such as Sodexo/Marriott, Aramark and Eurest, to name only a very few, as well as organizations such as the American Diabetes Association are a source of great pride to our Fruitfull® family.



Bring some fun & excitement into your locations!!!

MERCHANDISING:

H&H's marketing tools are second to none. Our Fruitfull® franchisees offer a wide variety of colorful point of sale materials. Posters, flavor boards, table tents and nutritional brochures are just a few of the promotional items that we offer to generate increased sales. Volume locations are provided with attractive custom display freezers and/or watermelon carts. Our franchisees will conduct free samplings and on site promotions, so that your customers have the opportunity to see something new and taste test all 18 delectable flavors. Our merchandising generates interest and excitement and creating a demand for Fruitfull®.



Go with the best! Go with a Fruitfull® franchisee!



Perfect for company picnics...

Fabulous Fruit Bars & Smoothies Fantastic Freezers & Carts

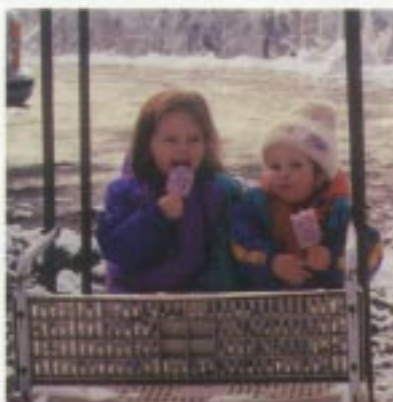
Great for
retail events,
fairs and
festivals...



Excellent for catering
and fund
raisers...



Fruitfull® makes
your event special!



The people behind the product:

Fruitfull® was developed, and Happy & Healthy Products, Inc. (H&H) was founded in 1991 by our President, Linda Kerr Kamm. Linda believed, (and still does), that even the greatest product in the world would not be successful without the right people to support it and provide the best service possible. That is why H&H has worked so hard to select the right home office support team and the best franchisees in the world.

Our franchisees are a special family of people devoted to offering the best service. We are collectively a group of small business owners living the American Dream. We currently have distribution in over 38 states and Puerto Rico. We are big enough to do things on a professional basis. But, we are small enough to be friendly and flexible, genuinely enthused and proud of our products.

H&H and our Fruitfull® franchisees are willing to do whatever it takes to make you, our customers, happy!

H&H President



Linda Kerr Kamm

Fruitfull® sells itself:

Our product has huge chunks of fruit and is either low fat or fat free! It has just the right amount of calories for today's health (and taste) conscious consumers. Fruitfull® is 100% natural and contains no white refined sugar.* In fact, the American Diabetes Association Inc. and the American Dietetic Association offer meal planning exchanges for our product. The Feingold Association endorses our product. We are Orthodox Kosher approved, and we are Halal Certified. Fruitfull® even helps some employers reduce their health insurance costs by offering lighter, more health conscious food options in their cafeterias. Your customers will thank you for providing such an exciting, fun product.

**Juice based & cream based bars*



The importance of giving back:

Our company philosophy has always been that "the more you give, the more you receive." It is our pleasure to donate a portion of all Fruitfull® sales to various charitable organizations. You may be interested to know which two organizations that we (and thus you and your customers) support most actively. The first is The Miami Project to Cure Paralysis which is an international center for spinal cord research. (It is our belief and hope that paralysis will be cured in our lifetime.) We equally support the Children's Miracle Network, CMN, which is a nonprofit organization that helps hospitalized children. We are doing our best to keep everyone happy & healthy. So even though we may be a small company, we are the best. We've made your decision easy.

**Thank you for your business.
Thanks for eating our Fruitfull® bars.**



1600 S. Dixie Hwy, Suite 2AB, Boca Raton, FL 33432
Phone 561-367-0739 Fax 561-368-5267
E-mail: happy@fruitfull.com Website: www.fruitfull.com
©1999 Copyright Happy & Healthy Products, Inc.



For the best service & product call: