

**ENTREPRENEURIAL LEARNING EXCHANGE INITIATIVE FOR SUSTAINABLE  
HOSPITALITY SMEs IN THE BALKAN-MEDITERRANEAN REGION**

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: Happy Bar & Grill**

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Source: <https://www.google.bg/>

**Country/region of operation:** Bulgaria

**Sustainability dimension:** social, technological, managerial, marketing, economic

**Description of the enterprise/initiative:**

Happy Bar & Grill is a chain of casual restaurants in Bulgaria and Barcelona. Thanks to the exceptional quality of the food and high service standards, the Happy Bar & Grill brand is the strongest and the largest of its class. The 24 establishments are located at central locations in the biggest Bulgarian cities and on the highways and main roads of the country. Beside the brand Happy, the Company founded and is developing several other brands like Captain Cook, Sasa Asian pub, Express café, Industrial Catering, Candy club and rezzo.bg

**Social/ community impact sought:**

Happy's mission is to bring joy and smile in the hectic lifestyle of the customers, offering them delicious and healthy meals, prepared and served with care, quick and quality service in a casual but unique and pleasant atmosphere.

**Stakeholders:** young and adults

### **Approach applied:**

The first Happy Bar & Grill restaurant opened on Christmas Eve, on 24th December 1994 in the sea capital of Bulgaria – Varna, under the name Happy Seaman’s bar. The restaurant enjoyed great interest from the citizens of Varna, and a short time later, on 06th July 1995, opened the second establishment, Happy Orbit, which set the start of the largest and fastest growing chain of casual restaurants in the country. At present the company develops and manages 22 restaurants in Bulgaria and 2 in Barcelona, Spain. The restaurants are located in the largest Bulgarian cities, on top central locations and at key points on the national main roads.

### **Innovation applied:**

The innovation the creators of Happy applied was creating a comfort place with modern but simple menu where there is something for every customer as the main innovation was that the food, the style of the restaurant, the service, etc. is exactly the same in each of the “Happy” restaurants. In addition, the innovation was in the fast service of food achieved by the use of innovative order devices.

Other innovations applied were the “Happy” entertainment technologies:

*Happy music* is a unique concept for Bulgaria, supplied to all of Happy’s clients. It is a radio channel in all Happy restaurants, broadcasted by special software.

*Happy News* is a monthly magazine which is in 10 000 copies circulation, read by over half a million customers of Happy Bar & Grill restaurants every month. The clients can take a magazine at home, it is free for all of them. In Happy News interesting, useful and actual information, entertaining reading and humorous facts about restaurants, food and beverages are published.

*Happy TV* is a digital signage channel broadcasted in all Happy restaurants. The main concept of the channel is to entertain and amuse the clients while offering also sports and lifestyle news, funny horoscope and weather forecast every day. Recently the company started broadcasting a new rubric named “A delicious dish of knowledge” as part of the unique Happy encyclopaedia.

Striving to make the children happy as well, the company introduced a child menu which comes with entertaining books, board games, colouring books and gifts.

### **Social impact and business results achieved:**

Happy Bar & Grill is the most favourite brand in the catering sector in Bulgaria. Since 2001 the company has received 43 awards among which are awards for Most perspective manager, Restaurant chain of the year, Favorite restaurant of the Bulgarian customers, Best sushi restaurant, Happiest restaurant, The most successful brand in the restaurant business, All-round contribution to restaurant development etc.

**Financial situation / sustainability of the business model:**

Except for being the Favorite restaurant of the Bulgarian customers and the biggest chain of casual restaurants in Bulgaria, the company is taking care of the environment by using natural-based cleansing agents, local products and organic ingredients - The Bulgarian Nutrition and Dietetics Society recommends healthy and quality food made from fresh and health-guaranteed products in the Happy Bar & Grill restaurant chain. Furthermore, since 2010, the company has devoted its corporate social responsibility to partnership with UNICEF by making significant corporate donations and providing mechanisms for engaging employees and clients in the common cause - each child living in a family environment.

Sustainability of the business is also enhanced by the seasonal menus and use and promotion of seasonal products' consumption, introduction of new products, delivery services provided and the discount cards for the regular customers.

**Key success factors:** technical and marketing innovations, facility management, constant development, corporate social responsibility

**Challenges and problems:** A challenge is seen in supplying the restaurants with fresh organic local vegetable and fruit products and at the same time maintaining the same appearance and taste of the dishes in each of the Happy restaurants because of the different nature of the products used.

**Year when the enterprise was created:** 1994

**References (web-site, intent links, video, etc.):**

<http://www.happy.bg/en/home.html>