



PARTNER PROFILE



Happy Hut

Background

Happy Hut began as a food truck business based out of St. Cloud, Minnesota.

Known for savory snacks and tangy condiments, the business soon experienced demand even when the truck was closed up for the day. Owner Noel Ashcroft recognized the opportunity to expand the business as a distributor.

On the hunt for unique, local snack brands, he came across the iconic Von Hanson's Snacks, and introduced the full line of pretzels into the winning assortment.



Store Presence

- 100 grocery stores and gas stations and online distribution
- Seven SKUS of unique flavors
- 4- and 7-oz sharable tubs

Outcome

Customers of these stores readily received Von Hanson's Pretzels. The brand was an easy sell, being a well-recognized brand sold predominantly through breweries at the time.

Happy Hut introduced the brand to its network of grocery stores and gas stations throughout the Midwest, where the inventory began to turn particularly quickly in the check-out displays. Customer found them to be great driving snacks. The cups fit perfectly in the console cupholders, and the crunchable pretzels broke up the monotony of long road trips.

Noel Ashcroft notes, "As Happy Hut grows by expanding its territory, increasing its trucking infrastructure, and adding more staff, Von Hanson's plays a role in fueling sales in the new stores. They've been a great partner and we're very happy to continue working with them."

"Once they try it, they buy it!" - Noel Ashcroft, Owner

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