



Happy Sausages

Happy Life

Happy Sausages Ltd

P.O.Box 2530

Arusha - Tanzania

+255 754 852 531

info@happysausages.co.tz

www.happysausages.co.tz

**PRODUCT
CATALOGUE
2021**

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Who we are

Happy Sausages Ltd (HSL) was established in 1990 and incorporated under the Companies Ordinance (Cap.212) initiative between German based Hanns-Seidel-Foundation or Hanns Seidel Stiftung eV as it is currently known and local Tanzanian entrepreneurs led by the late Mr. Andrew G. Mollé, whose objective was to establish a meat processing plant in the main tourist hub in Arusha.

The aim of establishing such an enterprise was based on the need to stimulate the local livestock keeping sector as well as cut reliance on imported processing meats for both the tourist market and local Tanzania market by producing high quality sausages, Hams, Bacons and Prime cuts. From the outset the founders shared a belief in promoting industrialization as well as building home grown brands and over the next thirty years have built Happy Sausages Ltd to become the leading meat processing company in Tanzania with a much loved and respected brand distributed to millions of customers across Tanzania and Zanzibar Islands.

ABOUT US

What we do

Happy Sausages Ltd (HSL) is involved in training and uplifting livestock keepers by providing a reliable year-round market for their produce and offering above market prices in order to incentivize them to improve animal husbandry and meet and exceed our stringent requirements. HSL improves the livelihood of livestock keepers as many are pastoralists who rely on HSL to meet their daily needs by supplying good quality animals.

Furthermore, HSL has established strategic partnerships with feedlots and small entrepreneurs in order to secure good quality livestock even during the notoriously dry seasons which affect the quality of livestock from pastoralists.



FRESH BEEF



Beef Fillet



Rump Steak



T-Bone Steak



Rib Eye Steak



Beef Goulash / Cubes



Strip Loin



Topside / Beef Roast / Silverside



Sirloin Steak



Beef Mince (Topside) 500g | 1000g

Our quality

Quality means doing it right even when no one is looking.

We are restless in our aim to improve things for the better. We work closely with our suppliers to develop high quality meat products that are to our customers' needs and requirements.

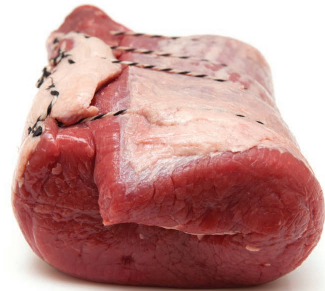
We operate rigorous quality management systems on a precautionary principle, supported by a range of on-site audits and product testing.



Ossobucco



Oxtail



Stewing Beef / Brisket



POULTRY



Whole Chicken



Chicken Thighs



Chicken Breast Boneless



Chicken Legs



Chicken Drumsticks



Chicken Wings



Chicken Thighs (Boneless)



Smoked Chicken



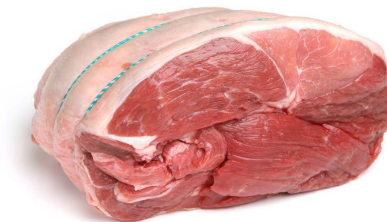
LAMB



Lamb Leg



Lamb Leg Boneless



Lamb Leg Boneless Rolled



Lamb Loins



Lamb Ribs - Sliced



Lamb Cubes



Lamb Ribs - Bulk



Lamb Chops (Butterfly)



Lamb Shoulder



Lamb Loin Chops



Lamb Shank



Lamb Mince

Customer and Distribution

HSL employs numerous distribution channels from the use of our qualified and certified agents across all Tanzanian regions who ensure HSL products reach all four corners of the country.



30+ Years
of Experience



5+ Outlets



10 Regions



70 Employees



Sausages



Beef Vienna 500g



Russian Sausage



Beef Sausage



Smoked Beef Sausage



Beef Salami



Beef BBQ Sausage



Chicken Vienna



Beef Boerewors



Chicken Sausages

Onja Utamu



Beef Bacon



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Arusha Office

Plot 2/2 Block FF
Elerai Ward
Sakina
+255 754 852 531
+255 742 468 345

Mwanza Office

Rufiji Street
opp. Protas Market
+255 768 287 345

Dodoma Office

Majengo Sokoni
Mausi Street
+255 753 483 182
+255 653 800 476

Dar es salaam Office

Tarimba Complex
Kinondoni Rd.
+255 742 717 707



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