



Akron, Ohio

### Success Story

## Peaceful Fruits: How Entrepreneurship Fosters Social Good

When Evan Delahanty joined the Peace Corps in 2011, he knew he was in for a life-changing experience. He traveled 3,000 miles from home to start a new job helping others, but had no idea that this new adventure would lead him to entrepreneurship.

Upon returning to the U.S., Delahanty wanted to start a business bringing his passions for people, healthy food, and service together. From there, Peaceful Fruits was born, a social good snack company that uses natural wild acai berries from the Amazon rainforest.

Founded in 2014, Peaceful Fruits spent its first year developing a proprietary recipe and production process, and ran a three-month test marketing campaign across several stores in Cleveland, selling 3,000 units.

The company was founded on social good and partners with people living in the Amazon region to harvest the berries, while providing them jobs to protect their way of life and the rainforest.

“Social enterprises are the future of business,” said Delahanty. “The only way to do sustainable community development is to help everyone involved.”

The company has not only created jobs internationally, but also within their local community, helping to employ individuals with disabilities. Each whole, organic fruit strip is made by hand at Hattie’s Food Hub in West Akron, Ohio.

Peaceful Fruits has received national recognition from Teen Vogue, being named, “Top 10 Favorite Healthy Snack of the Year” to BuzzFeed and NPR. They also ran a successful Kickstarter campaign, raising \$22,000, helping them to maintain a stable supply and production.

In 2016, Delahanty pitched his company to investors on ABC’s Shark Tank, where startups pitch their ideas to “sharks” for funding. While no sharks were biting that day, Delahanty’s appearance on the show nearly doubled annual sales in one day after the episode aired.

Peaceful Fruits previously worked with the Small Business Development Center (SBDC) at Summit Medina Business Alliance, Inc. to strengthen the company’s business plan. After its appearance on Shark Tank, Peaceful Fruits is once again partnering with their local SBDC to reshape projections and develop a marketing strategy to reflect new opportunities for the company.

Since 2015, Peaceful Fruits has sold over 25,000 of the snacks to local retailers and through online sales. Current restructuring and development of the business will allow Peaceful Fruits to continue to spread their good food and good will.

For more information about Peaceful Fruits, visit: [peacefulfruits.com](http://peacefulfruits.com)



For more information about Ohio Small Business Development Centers (SBDC) programs and resources, visit: [sbdc.development.ohio.gov](http://sbdc.development.ohio.gov)