

Children's Toy Retailer of the Year 2021

Green Bean Collection is a multi award-winning series of collectible books and toys following six unique characters in the beautiful lands of Adventure Dales. The leading character, Green Bean, is a cool, fun-loving, genderless bean who enjoys discovering new things, playing with friends, and nurturing the world around us. Green Bean teaches us the importance of friendship, and having fun whilst learning and growing together. You will instantly recognise Green Bean from the stylish white trainers and white mittens, a cheeky smile, and a twinkle in the eyes!

This Manchester based brand inspires a love of the natural world and caring for our planet, whilst learning, exploring, and embracing adventures. Through in-depth market research and dedicated customer engagement, the Green Bean Collection is uniquely positioned to understand and respond to what children, parents, and educators want from books and toys. The brand has a passionate team eager to share their vision for a new type of Edutainment with the world - to educate and inspire children through precious, memorable moments.

Anita Frost, founder and author of the Green Bean Collection, has an extensive professional background in child development and business. Anita has successfully developed the business by launching a range of fun, educational toys and games based on her children's stories.

We're proud to have won multiple awards for our educational and entertaining books, toys and games, including Best Children's Toys and Books Retailer 2020 (SME UK Enterprise Awards).

The business is delighted to be celebrating another award win, having recently been named as Children's Toy Retailer of the Year 2021 at the Corporate LiveWire Global Awards. The Corporate LiveWire platform is a vital resource for business professionals and...

individuals in the corporate sector, sharing information and insights on the latest news and developments from around the globe. These awards highlight businesses and individuals who excel in their field, demonstrating innovation, growth and integrity through their business practices and brand.



There were several factors taken into consideration for choosing the Green Bean Collection toys as the winners for this award. Firstly, our commitment to using planet-friendly materials and methods of production was of key importance. All packaging used for our books, toys and games are fully recyclable, and sustainability is at the heart of what we do.

9/10 Parents Recommend

At Green Bean Studios, the start-up's workspace and warehouse facilities, the team are passionate about ethical trading and looking after the environment. Their aim is to know who works in their supply chain, so that all products are produced to a high standard, without exploiting workers. All packaging is made from recycled materials, and can be recycled after use.

Secondly, the rapid expansion of the business, taking it from the story and character concept, through to creating and publishing the series of books, and developing the business through educational toys, games, a YouTube channel, and live events. Thanks to Anita Frost's entrepreneurial spirit and business acumen, she has steadily driven the brand's growth to make it a much-loved household name which creates precious moments for parents to share with their children.

Alongside Anita, we have a dynamic, multi-talented team who all help support the Green Bean brand and contribute to its ongoing success. We harness the unique and diverse skills of a broad range of freelancers, part-time staff, and seasonal workers to enrich our workforce. Our varied team helps with business operations including copywriting, graphic design, marketing, media, music, photography, videography, animation, editing, prototyping and administration.





Creating Precious Moments Through fun Adventures!

Continued...

Every member of the team plays an important role in collaborating to build and promote the brand, from HR and admin right through to animation and graphic design.

Following this success, the business has recently launched two new Toys for 2021. Green Bean & Friends Jigsaw Puzzle is fun for the whole family to enjoy. Showing a vibrant scene from the Green Bean stories, children can enjoy completing this 20-piece puzzle, seeing some of their favourite characters from the books, whilst helping them to practise their fine motor skills, as well as developing skills in observation, matching, organising and memory.

Our newly released 7in1 Card Games provides a range of fun, educational games which can be enjoyed by children from 2 to 8 years old. With games such as Flash Cards using bold, bright illustrations showing objects and characters from the Green Bean stories, they help kids to develop key skills in numeracy, literacy, speech and observation. There are familiar family favourites including Pairs, Snap and Memory games which parents can enjoy playing with their children.

We are holding discussions with toy retailers to expand our product ranges, with many more exciting toys and games in the pipelines for our ever-growing fan base.

Client engagement has been key to growing our business. The first retail store to showcase the brand was Waterstones on Deansgate in Central Manchester. The Green Bean Collection was provided with two feature walls, with all goods selling out within a two week timeframe. The team harnesses these opportunities to research and observe market engagement which help to inform future business developments.

One of the elements which sets our brand apart from others is our innovation in how we communicate and connect with our customers. In previous years, in-person events such as interactive storytime and meeting the author have been hugely popular.

The storytime experiences are enjoyed by children and parents alike, giving children the opportunity to experience the lovable characters and stories from the Green Bean books first-hand, and making them eager to buy more books and toys from the brand to add to their collection.

After a year of uncertainty and restrictions due to the global pandemic, the Green Bean team are delighted to be able to host live events once again, and our interactive storytime events are now fully booked for the rest of 2021.

Despite Covid lockdowns and shop closures, the business has shown real strength in the face of adversity, continuing to grow our fan base even though we were unable to attend the usual in-person events and retail engagement activities which have been a great success in previous years.

During the lockdowns, we provided a lifeline and support network for parents and their children, who were suddenly faced with juggling homeschooling and working from home. We created a range of fun, educational resources including homeschooling packs which helped to maintain and grow our fan base whilst helping families in need. In addition to this, we distributed online advertising for our homeschooling packs, which further helped to promote the brand and increase engagement.

By tapping into the needs of our dedicated customers during these difficult times, we were able to respond to this by supporting and nurturing them to learn and work from home, whilst taking care of their wellbeing, promoting the importance of living a healthy lifestyle and looking after each other.

Over the last year, we have continued our community engagement by giving back to people who need it the most. We proudly work with children's charity, Compassion, and one of the families we have helped support was able to buy their own sewing machine. As a result, the mother of the child we sponsor has been upskilled and empowered to provide for her family, maintaining a better standard of living, by making her own fabric and clothing with the sewing machine. Our sponsorship has enabled the family to grow sustainable crops and improved their lifestyle by 80%.

We have supported Alder Hey Children's Hospital for a few years now, and one of the activities we have loved doing is visiting the children there, reading stories from the Green Bean Collection to them, and donating books and toys for them to enjoy. Unfortunately, due to Covid restrictions, we were unable to do any in-person visits over the last year. However, we created an online Advent Calendar for Christmas, which had a digital window to open for each day, with a Green Bean themed gift inside including downloadable activities and storytime. We were delighted to be involved with this alongside Everton Football Club, and the children really loved the experience and excitement of counting down the days to Christmas with Green Bean and Friends.

One of the mums of a child who had been admitted to Alder Hey Children's Hospital came along to a live storytime event at Christmas 2019, where we gifted her son a book, Green Bean at the Pool, and a Green Bean soft toy. This mother recently contacted Anita Frost via Instagram to tell her that her son absolutely LOVES Green Bean and still, 18 months after being gifted the book, asks for it to be read at bedtime every single day! The mother also shared a photo about this on her Instagram page which was wonderful to see.

As we continue to expand our fan base and gain new fans for the brand in spite of the challenges faced over the last year, stories like the one mentioned above demonstrate the longevity of the Green Bean Collection in attracting fans who keep on coming back for more, showing dedication, love and appreciation for our brand.

Alongside our committed UK fan base, we are pleased to report progress in the global retail and book arena, with new growth in international sales within New Zealand and Canada. We also continue to gain new fans across the USA and Ireland, where our books and toys are becoming increasingly popular.





We are excited to have recently had several meetings with key industry professionals and formed partnerships which will open up further opportunities for us globally.

Anita Frost recently attended the Children's Media Conference, a week-long online conference for all those involved in developing, producing and distributing children's content across all platforms, to share and learn valuable industry insights.

Anita met virtually with industry experts, including Anna Silver, Nickelodeon International Production & Acquisitions Executive, Ms Alix Wiseman, of 9 Story Distribution International / Brown Bag Films, Liz Randall, BBC Studios Senior Development & Editorial Manager, and Tim Bain, award-winning writer and creator of children's animated TV series such as PJ Masks and Go Jetters.

Though she was unable to attend in-person, Anita also participated in the Kidscreen Summit, the world's leading conference on the business of kids entertainment, with over 2,000 attendees from across the globe. The event, which is usually held in Miami, was hosted virtually for 2021, with guests including Veronica Taylor, voiceover artist for Pokemon, Netflix, and Hannah Lee Miller, Production Manager for Peppa Pig, all of whom Anita was able to speak with via a virtual meeting.

Looking to what the future holds for the Green Bean business, Anita says:

"As the author and founder, I am privileged to create characters that bring joy to children up to primary school age. We endeavour to continue improving and developing year on year. As we begin to make space for more people to join our team, including investors and forming key partnerships, we have a strong foundation on which the company can build, to reach our long term vision of becoming a household name that creates special memories for parents and children.

Taking into consideration this difficult moment in history that we are all navigating, we can see it is more important than ever to introduce more products that are good for the environment and the wellbeing of families. We look forward to the next few years, knowing we have so much more to give our new and existing fans".

