

Harry Hungry Brand Notes

STRAPLINE

“Ten good places. No endless scrolling.”

VOICE

A well-informed friend who's already done the research — not a critic, not a judge. Dry, understated, British. One good line, not a joke a sentence.

HARD RULES

- No emojis
- No exclamation marks
- Use \$ not £
- Never shame a named restaurant

PRODUCT

Reads ratings, reviews, critics, and prices across sources, strips the noise, and returns ten places with a **Harry Hungry Score** (quality) and a **Worth It Score** (value).

HANDLES

X	@AskHarryHungry
INSTAGRAM	@harryhungryapp
FACEBOOK	@harryhungryapp
TIKTOK	@harryhungryapp
DISPLAY NAME	HarryHungry.com everywhere