

# HAWAI‘I SBDC SUCCESS STORY

## Kickshaws

Seven years ago, Seth Peterson didn't even like to cook. With a biology degree in hand, he began working on a farm on the North shore of Kaua'i. That experience gave him a new appreciation for food and was the seed for what has become Kickshaws – a food truck specializing in “science forward” food.

Seth and Paulette, his wife, opened up Kickshaw's on December 5th of 2013 culminating a 2-year process of preparation, business planning and resource acquisition. Seth approached John Latkiewicz of the Hawaii SBDC Network (SBDC) office on Kaua'i regarding funding for the business. The initial meeting began the process of refining the idea, going through a reality check, and preparing a business plan. From there, it was shopping the business plan, dealing with a food truck damaged in transit, the State Health Department having trouble wrapping themselves around the menu and a traffic accident that blocked traffic for several hours on opening day. They have been nothing if not persistent. That persistence is paying off, however, as they continue to grow and see a constant stream of repeat customers.

Although still a fledgling business, Seth and Paulette hope to expand and expect that they'll be back at the SBDC as they pursue expansion.

Talk to Seth and it becomes clear quickly that he just doesn't just throw a burger patty on the grill and call it good. Ingredients are carefully selected and prepared using techniques and processes designed to create unique tastes and textures. His enthusiasm for cooking stands in stark contrast to “didn't even like to cook”. Seth and Paulette's passion and persistence suggest that “Asian shrimp tacos” and their variation on grilled cheese (think Gouda and figs) will be around for a long while.

