

# HAWAI'I SBDC SUCCESS STORY



The owners of Rebel Kitchen met at a corporate run restaurant in San Francisco. Determined to own their own restaurant, savings in hand they relocated to Hawaii Island to make their ideas a reality. The clients came to Hawaii SBDC Network (SBDC) for help while they were looking to purchase an existing business. The SBDC counselor helped the clients evaluate the true value of the business, they presented the offer, it was accepted and Rebel Kitchen opened in June of 2011.

Located on the main street of a small local community Rebel Kitchen came to life. Family members offered up their talents including a brother-in-law who designed their attention getting logo. Personal attention to detail in customer service, the quality of ingredients and of course the delicious food keep locals and tourists coming back. They know most customers names and orders, confirming with them after a warm aloha as they enter.

Facebook and instagrams keep customers up to date with current specials and positive reviews on Yelp/Trip Advisor keep new customers coming in. Recently adding a beer and wine license they now offer two locally produced artisan beers. Soon the outside garden will be fenced, offering additional seating for patrons. The SBDC will be there to support Rebel Kitchen with their continued growth into the future.

