

HAWAI‘I SBDC SUCCESS STORY

Kauai Juice Co.



Kauai Juice Co. is owned and operated by Kristal Muhich. The Kauai Juice Co. manufactures and distributes kombucha, cold-pressed juices and kale chips. “I love Kaua‘i. I love everything about it. On this island we are all intertwined, which has given me a deeper sense of connection here. It also gave me the idea of creating a business that helps the community, combined with a passion to create healthy, sustainable products.

In 2010, Kristal started Kauai Kombucha on a shoestring using personal funds. Kristal approached the Hawaii SBDC Network (SBDC) on Kaua‘i at that point. Working with John, she brought the business forward and worked her way through understanding the requirements for a certified commercial kitchen. Along the way, Kristal also started working on a business plan. That planning process led to Kristal organizing a successful Kickstarter campaign, which in turn allowed her to take additional steps forward.

From that point, she’s never looked back. Since her beginnings, she’s gone from

- Volume - 5-10 gallons a week to 200 gallons a week.
- A solo operation to 7 employees, 5 full-time; distribution from 3-4 stores to 35 stores; started her own retail outlet as well. As of the beginning of April, 2014, she’ll be in Whole Foods’ Hawaii stores.
- Sales growth – quadrupled sales over the first 3 years of operation, tripled those sales in the last year.

As she moves forward, the SBDC will be a go-to resource for information and guidance in areas such as exporting and franchising.

“Kauai Juice Co. is for the Kaua‘i community, for sustainable agriculture, and for a healthy future for the island. A portion of our proceeds is donated to HAWAIISEED, a non-profit organization that supports Hawaii’s agriculture in a positive, chemical-free way and supports organic farmers. At Kauai Juice Co. we are committed to giving back directly to the land and to farmers.”