

*"As a local manufacturing business within an emerging agricultural segment, we appreciate the small business support provided by INNOVATE Hawaii. Being included in exporting and manufacturing events has allowed us to gain additional information and insight into many different facets of manufacturing and foster relationships with buyers. The continual outreach from INNOVATE Hawaii provides us with valuable small business and manufacturing information as it pertains locally, nationally and internationally." Tamara L. Armstrong, Customer Service and Fulfillment Manager*

## SUPPLY CHAIN AND EXPORTING ASSISTANCE

**ABOUT.** Manoa Chocolate Hawaii, based in Kailua, aims to produce a high-end chocolate product with minimal production waste. The business, with a staff of 9, focuses on creating quality chocolate with sustainable practices throughout the entire product development lifecycle. In addition, the company also assists local farmers by providing a private labeling service.

**THE CHALLENGE.** Manoa Chocolate Hawaii currently exports to the continental United States and internationally on a small scale. While small scale exporting has been beneficial for business, the company would like to increase production and move into large scale international exporting. The demand for high quality chocolate is growing, and exporting on a larger scale will help meet consumer demands. Building connections with international buyers is challenging, but necessary, to fulfill the company's business goal of increasing international exports. Management is always looking for ways to showcase Manoa Chocolate Hawaii to potential buyers.

**MEP'S ROLE.** INNOVATE Hawaii invited Manoa Chocolate Hawaii to the 21st annual Made in Hawaii Festival and sponsored the company in the New Product Showcase. The New Product Showcase organized by Department of Business, Economic Development and Tourism (DBEDT), featured first-time festival exhibitors in food, fashion, and Hawaiian arts and culture. At the 2014 Made in Hawaii Festival there were over a thousand buyers from Hawaii, the continental United States and abroad. This type of exposure proved to be helpful for Manoa Chocolate Hawaii and was a valuable vehicle to market their product and sustainable production methods.



## RESULTS



Increased exposure to new markets locally and internationally



Launch new production packaging



Increased investment in factory renovations



Increase in production and exporting

## NEXT STEPS



2800 Woodlawn Drive, Ste. 100  
Honolulu, HI 96822



(808)539-3652



winouye@htdc.org



www.innovatehawaii.org

