

SALTY WAHINE GOURMET HAWAIIAN SEA SALTS - FABEX

ABOUT SALTY WAHINE GOURMET HAWAIIAN SEA SALTS, LLC.

Salty Wahine Gourmet Hawaiian Sea Salts is an award-winning family owned business that has its roots on the island of Kauai. The company specializes in tropically infused seasonings and cane sugar. Laura Cristobal Andersland created Salty Wahine in June of 2008 as a sole proprietorship. Since then, the company has grown and expanded to include thirteen employees.

The International award winning Salty Wahine products fulfill the need to prepare meals with healthy premixed gourmet seasonings that enhance the dining experience. Salty Wahine uses the local flavors of not only herbs and spices, but also of tropical fruits to create one-of-a-kind fruit infused blends that not only taste good but are also visually appealing. Salty Wahine takes pride in the fact that 84% of the end-product originates in Hawaii.

THE CHALLENGE. Salty Wahine's management was interested in expanding their current customer base in Japan while introducing the company's new food service line of products. Management knew that the Japanese consumer market favored their Hawaiian Sea Salts and the company had brand recognition in the area of gourmet Hawaiian products. In order to increase their market base in Japan, management wanted to introduce their new line of food service products directly to commercial food buyers and restaurant owners in the region.

MEP CENTER'S ROLE. In 2019, Innovate Hawaii, part of the MEP National Network™, invited Salty Wahine to participate in the FabEx Trade Show in Japan to help the company meet international commercial food buyers directly. FabEx is one of the largest trade fairs in Japan covering the entire range of commercial foods, food products, equipment and packaging.

Salty Wahine management used this trade show to share their new line of food service products while also building relationships with potential export partners.

"Innovate Hawaii has been a fabulous resource for our business. The attention to detail they demonstrated at the FabEx Trade Show made it possible for us to focus on growing our business while they took care of the logistics and other event details. I would highly recommend their services to a small business looking for professional resources and manufacturing assistance."

-Laura Cristobal Andersland, Owner

RESULTS



7.73% growth in exports to Japan from 2018 to 2019



30% sales increase projected for 2020 due to new packaging and gift sets

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