

HAWAIIAN PIE COMPANY MANA UP ACCELERATOR

ABOUT HAWAIIAN PIE COMPANY, LLC. The Hawaiian Pie Company is a Hawaii family's dream that became a reality in 2014. The family-owned bakery located in Kalihi on the island of Oahu has a history that spans four generations of bakers each committed to the tradition of pie making and sharing aloha one pie slice at a time.

Founded by Joel and Jan Hori, the Hawaiian Pie Company built its foundation on time-tested recipes inspired by the flavors of Hawaii. Known for their 3lb butter fruit pies, the Hawaiian Pie Company is an award-winning bakery steeped in tradition that embodies the spirit of Hawaii. Today their menu consists of over twenty unique pie flavors along with a variety of specialty baked goods known as "Grandpa Yasu's Specials". With three generations of bakers working together daily, each pie is made with love, laughter and aloha.

THE CHALLENGE. The Hawaiian Pie Company's business grew quickly and in 2017 Joel and Jan Hori were looking for new ways to expand the bakery. They had ideas on where they wanted to take the business but were looking for resources, insight and partnerships to help them reach their goals.

MEP CENTER'S ROLE. The Hori's applied to be part of the first Mana Up Accelerator Cohort, Spring 2018. They were accepted into the Cohort alongside of other well-known and highly respected local Hawaii businesses. The vision for Mana Up is to fuel an economic growth for Hawaii that can generate success for the local economy, support the high cost of living in Hawaii, and create well-paying, interesting jobs for locals. The overarching goal is to create Hawaii's next 100 product companies earning over \$10 million in annual revenue and based here in Hawaii. Mana Up gave the Hori's the chance to collaborate with other businesses, meet renowned business leaders and network with a diverse group of business owners. The professional business insight they gained from their time in the Mana Up cohort gave them the skills, knowledge and confidence to reach new goals and take the Hawaiian Pie Company to the next level. INNOVATE Hawaii, part of the MEP National Network™, is a proud partner of the Mana Up Product Accelerator. As companies in the cohort focus on scaling markets globally through both retail and e-commerce channels, INNOVATE Hawaii provides wrap-around services to help companies like Hawaiian Pie Company to scale-up and meet increasing customer demand.

"The Mana Up Accelerator was an amazing experience for us. It continues to help our business through the ongoing exposure of our Hawaiian Pie Company brand. We are grateful for the partnerships, resources, and business network that we have been able to access even after the cohort ended."

-Jan Hori, Owner

RESULTS



150% increase in grocery store sales channel



Stores interested in expanding product offerings



Sales diversification and adding different sales channels helped to increase sales during COVID-19

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