

Kauai opens first store in Windhoek

Extending its international footprint, Kauai has opened its first store in Windhoek in the Maerua Mall, close to the Virgin Active Health Club, thereby catering for both local shoppers and gym-goers.



"In our mission to be a global brand, our presence in Namibia is definitely another great achievement. We took our first international step in February 2014, opening in Dubai. Our first store in Namibia is one of several planned over the next year within Namibia and other international markets," says Kauai Chief Global Development Officer, Geli Briolas.

Three college friends who were inspired by their experience on the Hawaiian island of Kauai, enjoying the natural, fresh produce, flavours and healthier way of life, started the business in Cape Town. Since opening the first store in 1996, and introducing smoothies to this country, the brand has grown significantly and now has 143 stores nationwide with plans to open another 10 later this year.

Kauai will maintain the brand's original image during its expansion and 98% of the menu will remain the same, with slight adjustments made to include country-specific cuisine suited to the local palate.

"We are excited and honoured to open the first store in Namibia - this is a pioneering brand entering our food and beverages industry. Being awarded the second international franchise licence after Dubai is quite an achievement for us. We see this as an opportunity to showcase this successful South African brand locally and improve healthy eating," says Namibia franchisee, Estelle Tjipuka.

"With these two international stores, the brand will be exposed to much higher standards and best practices expected in the new market. To be afforded this opportunity to expand our concept of health to the rest of the world is an honour and one we don't take lightly," notes Briolas.

The company plans to expand into India, the UK, Mauritius, Australia, Canada and possibly the US. For more information, visit www.kauai.co.za.