

Kunoa Cattle Company expands through new products, partnerships

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Hawaii-based cattle company and livestock processor Kunoa Cattle Company continues to expand its presence in the Islands with newly added products and partnerships, positioning the young company for further growth in 2018.

The company, which was founded in 2014 and manages a herd of 2,000 cattle on Kauai, recently partnered with Don Quijote supermarkets, adding to its existing partnerships with all Times Supermarkets locations on Oahu and Maui.

After months of same store sales growth, Kunoa is expanding its product line with the addition of different cuts of meat.

“We launched with our ground beef product and sales have grown pretty significantly, increasing about 80 percent,” co-founder Jack Beuttell told Pacific Business News. “We just recently launched a steak program that is a pretty significant product expansion from single product ground beef to various cuts of meat that includes the whole animal.”



TINA YUEN PBN

Kunoa Cattle Co. co-founders Bobby Farias, a third generation Hawaii rancher, left, and Jack Beuttell.

The company is also working on capitalizing on the success of its beef bar – a high-quality jerky product that is available in nearly 200 stores in Hawaii including all Times, Safeway, and 7-Eleven stores – by looking into product development to expand the line.

Kunoa is also looking to bolster its presence in Hawaii’s restaurant scene through distribution partnerships with H&W Foodservice/Palama Meats on Oahu and Y. Hata on Kauai. Currently, Kunoa products can be found at restaurants such as Oahu’s Mud Hen Water and Baku Waikiki.

“We had a couple of independent relationships with restaurants to test our product and get feedback from chefs about what works, and so with our distribution partnerships we are looking at getting into more restaurants,” Beuttell said. “For example, we are working with Buzz’s Kailua on a burger program, and we are working with Ed Kenney for some of his other restaurants.”

Kunoa, which was also founded by third generation Hawaii rancher Bobby Farias, recently surpassed a \$3 million equity financing milestone, having recently received \$650,000 in equity financing from the nonprofit VoLo Foundation in Florida, which supports environmental, educational and global health initiatives, as well as \$100,000 from a Kona-based investor.

“With this recent financing, we are launching product lines into several new channels to better serve the Hawaii marketplace,” Farias said. “We’ve also completed major upgrades to enhance animal welfare and meat quality, and improve food safety since we purchased our Oahu facility.”

Upgrades to the Oahu USDA-inspected livestock harvest facility – which the company purchased last November – include the addition of processing equipment. The company currently has about 25 employees, nearly double what it had last year.

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