

Kauai hits a century

Kauai, one of the leaders in the fast casual health food sector, turned 15 years old this April and opened its 100th store in Blouberg, Cape Town at the end of last month. The Eden on the Bay store is owned by franchisee Wayne van Bloemenstein, who already has one other store at Bayside Mall.



Hendrik Coetsee, CEO of Kauai, with Wayne van Bloemenstein (Eden on the Bay Kauai Franchisee), Kauai Brand Ambassador Roxy Louw with her dad Rob Louw, and founder and Chief of Innovations at Kauai John Berry.

"One hundred stores is quite a milestone for us as a brand as this began with just a thought or figment of our imagination. It has taken an enormous amount of dedication over the years to get to this point. When I look back, I am amazed at the positive impact so many individuals have made to the brand," says John Berry, founder and chief innovations officer.

"Many people in our organisation have sincerely believed in this brand and what it stands for. Our shareholders have been more than generous over the years, even when times were tough. At times our employees have put in effort and hours beyond the call of duty to help make the name great. Our customers have also been very loyal and they were just as excited as we were to see our dream come true. For me it is truly humbling to see 100 stores operating around the nation and I look forward to continuing to make a difference in

people's lives."

Hendrik Coetsee, CEO adds, "I have been fortunate in the last four years to be part of a great team that is growing the brand. It is a great achievement and we are all very proud. But we are already looking forward to the next 100 stores, as part of our vision to be the first choice in healthy convenience food and recognised as having developed a culture of healthy eating in the world we live in. We believe that healthy eating improves the quality of life."



Hendrik Coetsee, CEO of Kauai with founder and Chief of Innovations at Kauai John Berry.

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