

HAWAII SBDC SUCCESS STORY - Kaua'i CENTER

ANAHOLA GRANOLA



Becky Burns is the founder and president of Anahola Granola. The company has been manufacturing specialty granola for over 35 years on Kaua'i. Their manufacturing plant is in Hanapēpē, Hawai'i where it has been operating for the past 13 years. The company employs over 11 people and manufactures three signature Hawai'i flavored granolas, a trail mix and four flavors of granola bars. Anahola Granola is sold extensively throughout Hawai'i and can be found in all the major grocery stores including Hawai'i Costco, and Hawai'i Walmart, hotels, and adventure sports.

The Hawai'i Department of Business and Economic Development contacted the Kaua'i SBDC to assist the client in its application to the HiSTEP program. The Kaua'i SBDC worked with the client to develop a detailed export plan, an export policy statement and a detailed budget for export expansion. Since then, the client and Kaua'i SBDC advisor have worked together extensively on researching market demand in Japan. Hawai'i DBEDT awarded Anahola Granola a \$10,000 HiSTEP grant to prepare her product for export to Japan.

"I couldn't have received the grant without your undying support ! " Becky Burns