

Kauai launches new concept store

Kauai has unveiled a new concept store at The Zone @ Rosebank with a new CI, a new store look and feel, and a new menu designed to give customers a 'nutritional theatre' experience...



"Revitalising every aspect of the brand and business will take Kauai to the next level of growth and position the brand perfectly to inspire a 'real food' revolution in SA," said Dean Kowarski, Real Foods and Kauai CEO.

Inspired by clean line simplicity, the new store concept is unassuming in its neutral palette of concrete tiles, cool white marble counters complemented by warm oaks and crisp black-and-white graphics. Kauai exudes honesty from its choice of build finishes through to its food offering - a monochromatic blueprint that will be replicated throughout the new Kauai stores.

"Kauai's fresh new brand identity strategically positions ingredients as the heroes and the food as the colour against the black-and-white backdrop in store," said Kowarski.

The new open kitchen means customers can engage with the staff as they are preparing their fresh-and-healthy creations - another new brand development to show transparency and enhance the customer's in-store experience.

Customise it

The 'customise it' or 'build your own' counter, boasts a wide variety of the best seasonal and locally sourced ingredients to give customers a 'nutritional theatre' experience. In addition to the signature salads and wraps, customers are encouraged to experiment and create their own favourite wraps, salads and bowls. The 'customise it' option means that customers can have a different wrap or salad every day.

Added Kowarski: "Kauai is committed to maintaining a supply chain that supports farmers using sustainable practices and to locally sourced fresh produce where possible. Serving the best quality seasonal ingredients means we bring to our customers real food that has no additives, preservatives, artificial colourants and flavourants."

Additional to the new menu is an inspiring selection of fresh, healthy and delicious meals, smoothies, raw juices and frozen yoghurts. Some of Kauai's classic favourite menu items have been retained, but the recipes enhanced to fit with the new nutrient-dense, wholesome menu offering.

Acquired by multi-brand food group, Real Foods in February 2015, and now positioned as a fast casual restaurant, Kauai has not only re-looked at its entire healthy food ecosystem, but also has a renewed focus on customer service excellence highlighted in their new slogan "Made Naturally. Served Happily".

From October 2015, new menu changes will be implemented across all stores. With time, the store design changes will be rolled out to all 153 local and international stores, including those in the Virgin Active Health Clubs.

For more information, go to www.kauai.co.za.

For more, visit: <https://www.bizcommunity.com>