

Ulu Mana Video Transcript

[Music Playing]

So, my name is Loren Shoop.

I'm the owner and founder of Ulu Mana.

We are a locally-based food manufacturer that makes delicious products out of locally grown ulu.

So, we have Hawaiian hummus, and we also have our ulu chips.

And, I guess you could say... yeah... CEO / founder. I don't know... the do everything guy, yeah.

What I really wanted to do was use our locally-grown produce that was underutilized.

And, I've always wanted to work with ulu-- so... I just thought ulu was a great crop.

It grows on big trees. They're easy to take care of.

It grows a lot of fruit. They're not hard to grow.

They tend to just do their thing on their own. And... it was just very underutilized.

And, I really wanted to use it to make something.

And, kind of at the time, I also had the idea of making hummus.

And then, the two worlds kind of collided.

So my hummus recipes, I was making with like beets and jalapeno and all this stuff-- kind of collided with my idea of using ulu.

And, it came to be Hawaiian hummus. And so, we made Hawaiian hummus for a few years, and we're actually getting an abundance of ulu-- and I was like "man, we got to use this ulu-- it's coming in and we got to use it."

So, we started making ulu chips. Just like the next day-- "hey, we're making ulu chips."

I don't know how to do it, but we're going to figure it out. And that's how we came up with the ulu chips.

[Music Playing]

Yeah, so again, we're using something that's grown by local farmers here. So the money goes right into their hands. It's... there's no middleman... it's the farmer literally drives here to our facility.

We pay them immediately. They get the money to go plant more trees, plant more crops.

And so, we're cutting down on shipping. So, I could have gone and made hummus out of garbanzo beans-- which are imported from the mainland. But what we really wanted to do, and what we are doing, is using locally grown ulu to make the same food-- you can't even tell the difference.

So, if you tried our product and our garbanzo beans-- I mean... I think ours is better (of course) but... you really can't tell the difference if you didn't know what you're eating.

So, we're cutting down on the shipping of imported goods by using a locally grown product.

[Music Playing]

So, it was actually one of the first locations I ever sold to. Of course, I'm familiar with Down to Earth-- because I live here in Honolulu, and I go there all the time to grab like a Musabi or whatever (you know).

So, I think... I don't know. I was just there and I'm sure I just walked in.

I'm the type of guy that just... I don't like... email and all this.

I'll just walk in and say: "hey, you guys want to buy some hummus, or what's going on?"

So, I'm pretty sure I did that, and started with the Honolulu store-- the one on King Street.

And yeah... I think... and I was surprised because... there's also a guy that worked there at the time that I knew from another... another job.

And, I was like "Oh great, you work here?" And it was kind of just a good match, and we just got rolling and immediately we're in all the stores on Oahu.

[Music Playing]

Yeah. So I really like the lasagnas and I really like the... I believe they call it "Eggplant Parmesan" (their eggplant dish).

I really like that one too. I don't know how they make it not taste so much like eggplant-- but they do a really good job, and I really like that one. And, I go there all the time.

I'm honestly, like, I deliver there to the town one every Wednesday, and I always pick up something-- or like a cold drink or something. But yeah, I really like the lasagna and the eggplant dish.

[Music Playing]