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FOR IMMEDIATE RELEASE

'Aina Gourmet Market Opens at Honua Kai Resort & Spa

LAHAINA—The culinary crew behind Lahaina’s popular Pacific’O and I’O restaurants has opened ‘Aina Gourmet Market, a grocery and sundry shop in North Ka’anapali’s new Honua Kai Resort and Spa.

The market is based on the “100-Mile Market” concept: utilizing products from within a 100-mile radius. “Local products are fresher, often more nutritional, and good for our local economy,” said Market Manager Angel Green. “We stock Maui produce first, preferably from smaller farms and island-based businesses.”

The market offers fresh eggs, organic produce, meats, wines, chocolates, coffee, smoothies, gelato, panini, specialty gifts and sundries. Some of the vendors include Ono Farms, Olowalu Farms, Maui Cattle Company, Oils of Aloha, Maui Brewing Co., Surfing Goat Dairy and the market’s own O’o Farm.

“As a chef, I prefer cooking with organic local produce, so we started growing our own vegetables to use in the restaurants,” said co-owner and Executive Chef James McDonald. “But now home kitchens demand organic too. We want to make local fruits and veggies more readily available.”

Besides serving as a neighborhood grocery store, the market provides a rustic café setting. A full coffee bar; deli case of pastries, prepared salads, and snacks; hot panini sandwiches; and “zappers” for healthy grab ‘n go meals.

But island grown food-stuffs are only one part of ‘Aina Gourmet Market’s 100-mile commitment. The materials used in the market’s construction were carefully selected to utilize local resources.

“The floor is Robusta eucalyptus from the Big Island,” says Green. “And we salvaged leftover granite from Honua Kai’s construction to make our countertops.”

Wherever possible they built with recycled and scrap materials and used kiawe wood and stone from Olowalu for architectural pizzazz. Everything from the organic hemp aprons the market merchants wear to the biodegradable cutlery has been carefully selected with the local environment in mind.

‘Aina Gourmet Market is located at 130 Kai Malina Parkway inside Honua Kai Resort & Spa in West Maui. Market hours are from 6:30 am to 10:00 pm, daily. For more information contact Angel Green at (808) 662-2832.

‘Aina Gourmet Market is part of a collection of boutique Maui establishments led by Executive Chef James McDonald, Louis Coulombe and Stephan Bel-Robert. From a Polynesian dinner show to gourmet garden tours this innovative *hui* (group) continues to explore and embrace island living. In 1991, their flagship restaurant, Pacific’O made its mark on Maui by serving fresh fish brought in daily by Lahaina fisherman and in 2000, the restaurant group became the first and only Maui restaurant with their own organic farm. Today, Chef James continues to amass critical acclaim and awards for his culinary expertise. For more information visit www.pacificomaui.com or call (808) 667-4341.

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