Pooki’s Mahi® Reintroduces Recyclable 100% Kona Coffee Capsules

Founder/CEO Leslie Magsalay-Zeller reintroduces 100% Kona coffee in recyclable capsules compatible with 1.0 and 2.0 single serve coffee makers sustainable mesh pods; transition offers current customers opportunities to save from rising costs of materials to manufacture Kona coffee in environmentally friendly capsules.

SAN FRANCISCO (PRWEB) February 01, 2019 -- Silicon Valley startup Pooki’s Mahi® announced today it reintroduced 100% Kona coffee in recyclable capsules from sustainable pods that are compatible with brewers using 1.0 and 2.0 brewing technologies to brew single serve coffee; the transition offers existing customers to save from rising costs of materials to manufacture Kona coffee in environmentally friendly pods.

Pooki’s Mahi Founder/CEO Leslie Magsalay-Zeller explains, “Pooki’s Mahi is not in the business of offering low-quality Kona KaKao™ coffee capsules that are not recyclable or environmentally friendly. I transitioned Kona KaKao™ coffee product line into individually wrapped sustainable mesh pods per customers’ feedback. Pooki’s Mahi passes price increases for shipping, raw materials, and processing fees to customers. Customers want a bold cup of 100% Kona coffee without paying extra. I kicked off Pooki’s Mahi MeowHattan Project to overhaul operations. Offering recyclable 100% Kona capsules helps contain price increases. Pooki’s Mahi manufactures Kona KaKao coffee in 100% recyclable capsules since launching in mid-2014. Pooki’s Mahi new Kona coffee capsules will be available to customers in 2018.”

“Pooki’s Mahi® actively manages the supply chain, sources raw goods, and requires operations to work in a Just In Time (JIT) model. Fast inventory turns to enable Pooki’s Mahi more flexibility with product launches, meets deadlines quickly and keeps Kona coffee pods, Matcha Matcha Man® tea pods, and Kona Kafpresso™ capsules. I refuse to give Pooki’s Mahi manufacturing business to firms that lack supply chain processes supporting a secure technology platform, poor supply chain management and is unable to manage inventory for raw goods; these manufacturing firms will never satisfy Pooki’s Mahi requirements, and will always provide lip service (over promise, under deliver). I will not consider firms unable to provide Pooki’s Mahi their company’s certificate of insurance, lacks technology platform to support established supply chain processes, or has less than two decades of coffee roasting and packaging experience,” continues the Silicon Valley technology, executive.

The Silicon Valley firm kicked off the MeowHattan Project in 2019 to overhaul operations to support global growth after collecting data since 2012 and improving existing process supporting the business since 2013. Pooki’s Mahi supply chain headquarters is in California. Pooki’s Mahi consolidated operations and moved supply chain management to the West Coast. Pooki’s Mahi terminated firms in 2018 used to manufacture environmentally friendly pods, and engaged in egregious business conduct like losing prized Kona coffee beans that were resulting in irreparable harm to the brand.

Pooki’s Mahi MeowHattan Project is a multiyear effort to build an efficient supply chain with a secure technology platform. Pooki’s Mahi Founder/CEO interviewed over 1000 potential firms since 2012. Pooki’s Mahi selected new manufacturing facilities after a very lengthy review. The state of the art facilities passed Pooki’s Mahi Founder/CEO prolonged supply chain capability due diligence. Pod manufacturing facilities are registered, approved, and FDA certified.

Pooki’s Mahi Kona coffee capsules will be the first set of Kona KaKao™ coffee pods manufactured in the new
FDA certified facility. Pooki’s Mahi 100% recyclable capsules use certified 100% Kona coffee beans sourced from Kona, Hawaii through direct trade relationships. Pooki’s Mahi plans on expanding the Kona KaKao™ coffee pods and Matcha Matcha Man® tea pods in 2019 with Kona Kafpresso™ and a variety pack of Kafpresso™ coffee capsules.

The cost to manufacture sustainable 100% Kona coffee pods for Pooki’s Mahi significantly increased. Firms used to produce raw materials and make individually wrapped mesh pods failed to meet Pooki’s Mahi stringent supply chain metrics, lost inventory, and business operations ceased to exist. Limited availability for materials to manufacture quality mesh coffee pods and 100% Kona coffee is driving price increases. Pooki's Mahi passes increased pricing to fulfill, ship products, and operational overhead costs to the customer. The Silicon Valley food and beverage brand increased pricing for most of its products.

Pooki’s Mahi FDA certified manufacturing facilities would pass savings to produce recyclable pods to existing customers. Pooki’s Mahi manufacturing facilities use licensed Q-Graders and a sensory panel to finalize quality of each coffee capsule, Kona coffee roast profile and complete the bill of material specs. Nutrition information, California Prop 65 and product information are designed onto Pooki’s Mahi ship-ready packaging.

Leslie Magsalay-Zeller designed 100% Kona coffee pods to meet existing customers’ requirements. Each Kona coffee pods are nitrogen flushed, formed with a high oxygen barrier, and compatible with coffee makers using 1.0 and 2.0 single serve brewing technologies. Pooki’s Mahi will expand its Kona KaKao™ coffee capsules in 2019 with single-origin, micro-lot coffee pods fit for the espresso coffee lovers.

Pooki’s Mahi Decaf Kona coffee pods are available as a limited edition to a small number of approved resellers. Select retailers like international grocery chains and global marketplaces will begin shipping Pooki’s Mahi 100% recyclable Kona coffee capsules in early 2019. Pooki’s Mahi Founder/CEO Leslie Magsalay-Zeller manages the supply chain. Pooki’s Mahi controls Design, manufacturing, and distribution of the prized Kona coffee capsules. Decaffeinated Kona coffee is available for purchase on Pooki’s Mahi as a coffee subscription, through the wholesale coffee club or as an approved VIP Reseller Distributor. Certificate of Insurance is required to resell Pooki’s Mahi Decaf Kona coffee pods.

What Pooki’s Mahi 100% Kona coffee customers can expect:
- Recyclable Kona coffee capsules made from single-origin 100% Kona coffee beans sourced through direct trade relationships.
- Kona coffee pods for use in 1.0 and 2.0 single serve coffee makers.
- (24) 100% Kona coffee pods in each ship-ready package.
- Nutrition information, California Prop 65 and Kona product information visible on each package.
- Product samples are not available.
- 100% Kona coffee pods available for purchase as a subscription.
- Limited availability to VIP reseller distributors, and wholesale coffee club members.

The Silicon Valley-based food and beverage brand has grown without a loan or venture funding. Pooki’s Mahi Founder/CEO takes a high tech approach in introducing new product launches and brands. The technology executive continues to build and improve architecture to support existing ecommerce platforms. The Silicon Valley startup is focused on manufacturing expensive 100% single origin specialty coffee under its Kona KaKao™, Kafpresso, and Kona Kafpresso brands; as well as Matcha Matcha Man® tea pods.

For use in 1.0 and 2.0 single serve coffee makers. Pooki’s Mahi®, Matcha Matcha Man® has registered
trademarks of Pooki’s Mahi. The PMO Practice™, Kona KaKao™, Koffee KaKao KaKao™, Kona Kafpresso™, and Kafpresso™ are trademarks of Pooki’s Mahi. New Product Launch Introductions, Go To Market Planning, and supply chain frameworks are protected under VA 1-924-170.

About Pooki’s Mahi:
Pooki’s Mahi® is a Silicon Valley-based high tech company passionate about combining technology, operations excellence, and digital marketing to consistently launch the best Kona coffee pods, new private label coffee pods and custom coffee capsules to market. Pooki’s Mahi is a private label manufacturer offering Hawaiian 100% Kona coffee, 100% single-origin coffee and award-winning private label teas in recyclable pods and capsules. Private label brands partner with Pooki’s Mahi for the efficient supply chain, go to market launch and new product introduction expertise. Launched by Silicon Valley high tech executive Leslie Magsalay-Zeller, Pooki’s Mahi® products are carried by global retailers, professional sports teams, luxury hotel chains, and corporate kitchens. Pooki’s Mahi performance-driven executive team are globally recognized with 150+ protected IP, 100+ exits, and 50+ awards in technology, operations, and supply chain including Hall of Fame inductions.

Pooki’s Mahi Kona coffee capsules, and Matcha Matcha Man tea pods have been a favorite of customers, charities, celebrities and athletes and have been featured at red carpet events including Celebrity Gift Suites and athletes and seen on several television shows. Pooki’s Mahi’s mission is to revolutionize the supply chain ecosystem to make it efficient by using technology in bringing specialty coffees or teas into the market in a sustainable, or recyclable capsule. Pooki’s Mahi owns the supply chain including sourcing raw goods through direct trade relationships, and global distribution channels. Certificate of Insurance is required to resell Pooki’s Mahi 100% Kona coffee pods, or Matcha Matcha Man tea capsules.

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Important Notice Regarding Forward-Looking Statements
This press release contains certain forward-looking statements. Statements that are not historical facts, including statements about our perspectives and expectations, are forward-looking statements. The words “expect,” “believe,” “estimate,” “intend,” “plan” and similar expressions, when related to the Company and its subsidiaries, indicate forward-looking statements. These statements reflect the current view of management and are subject to various risks and uncertainties. These statements are based on multiple assumptions and factors, including general economic, market, industry, and operational considerations. Any changes to these assumptions or factors may lead to practical results different from current expectations. Excessive reliance should not be placed on those statements. Forward-looking statements relate only to the date they were made, and the Company and its subsidiaries undertake no obligation to update forward-looking statements to reflect events or circumstances after the time they were made.

For more information on Pooki’s Mahi custom private label coffee, pods pricing, tea pods visit www.pookismahi.com. Follow Pooki’s Mahi on Instagram, Facebook, or Twitter to keep up with news insights to launching private label products. Visit Pooki’s Mahi online policies to learn about zero tolerance.

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