Pooki’s Mahi® Expands Koffee KaKao™ Capsules With KrakaMoka™ Coffee Pods

Founder/CEO Leslie Magsalay-Zeller expands Pooki’s Mahi® Koffee KaKao™ line of single-origin mocha pods with KrakaMoka™ coffee capsules; coffee subscribers can now conveniently brew coffee with chocolate, mocha and cacao flavors.

SAN FRANCISCO (PRWEB) February 21, 2019 -- Founder/CEO Leslie Magsalay-Zeller expands Pooki’s Mahi® 100% Koffee KaKao™ coffee pods made from single-origin coffee with KrakaMoka™ coffee for customers that enjoy naturally flavored chocolate, cacao, and mocha in 2018; feedback from customers influenced Pooki’s Mahi new Kafpresso™ product line.

Pooki’s Mahi Founder/CEO Leslie Magsalay-Zeller explains, “I do not pitch to retailers that lack customers with disposable income to purchase Pooki’s Mahi® products. I rarely pitch Pooki’s Mahi luxury brands like Kona KaKao™, Matcha Matcha Man®, Kafpresso™, Koffee KaKao™, and Kona Kafpresso™ until our company completes a thorough assessment of the resellers’ customer base. Retailers whose customers can afford luxury pods review Pooki’s Mahi 100% Kona coffee pods, and Matcha Matcha Man tea capsules.”

“The policy is to drop ship orders for approved resellers to manage inventory and ensure customers are receiving authentic products from our brands like Pooki’s Mahi 100% Kona coffee pods, Matcha Matcha Man tea capsules, and the new Kafpresso™ coffee capsules. Pooki’s Mahi actively protects brands from individuals and companies engaged in egregious behavior or participate in cyber-criminal activities,” continues the Silicon Valley technology executive.

Pooki’s Mahi Founder/CEO Leslie Magsalay-Zeller says, “I don’t outsource managing Pooki’s Mahi product information, brand content and merchandising for the various sales channels. Pooki’s Mahi owns the IP, product management and supply chain. I built Pooki’s Mahi existing supply chain to support a just-in-time (JIT) manufacturing model enabling the company to control costs, and manage inventory turns effectively. Pooki’s Mahi MeowHattan Project is a multi-year effort to build a technology platform that supports existing supply chain, overhaul operations, protect brands, and expand go-to-market activities for new product launches. I interviewed over 1000 potential firms. Pooki’s Mahi existing partners in logistics, manufacturing, inventory management, and attributable marketing are building blocks to the MeowHattan Project. I’m building Pooki’s Mahi GaaS (Growth As A Service) model for international growth using framework and systems architecture I’ve designed.”

The Silicon Valley beverage brand selected single-origin coffees for the Koffee KaKao™ product line from Central America and South America after a lengthy beta period. Pooki’s Mahi is expanding its luxurious Kona KaKao™ line of 100% Kona coffee pods with Koffee KaKao™, a product line of unblended coffees with strong cacao, chocolate or mocha taste. Pooki’s Mahi KrakaMoka™ capsules are made from coffee beans sourced from Central America. 100% Arabica green coffee beans selected are harvested from a high plateau in Antigua and its surroundings famous for growing some of the best coffee beans in the world.

Pooki’s Mahi KrakaMoka™ coffee capsules exhibit unique qualities like citrus, chocolate, and complex combinations of fruit and smooth mocha notes. KrakaMoka™ represents a clean Central American cup of coffee. Pooki’s Mahi customers describe KrakaMoka™ coffee capsules as clean, balanced, medium body, sweet acidity, fruity, and has natural chocolate tastes. Other coffee subscribers describe KrakaMoka as full-
bodied, rich and have spicy flavors with almost a velvety taste.

The cost to manufacture Pooki’s Mahi® Koffee KaKao™ in bio-based pods significantly increased. Firms used to manufacture individually wrapped meshed pods failed to meet Pooki’s Mahi stringent supply chain metrics, and lost inventory. Business operations for the companies used in 2018 ceased to exist. Suppliers providing raw materials are unable to produce high-quality mesh pods consistently. Limited availability for quality materials and increased cost to fulfill, ship products and operational overhead costs are driving price increases. Pooki's Mahi passes prices increases to the customer. Silicon Valley food and beverage brand increased pricing for most of its products.

Founder/CEO Leslie Magsalay-Zeller kicked off Pooki’s Mahi MeowHattan Project in 2012, a multi-year effort to integrate the company’s growth as a service model with warehousing, fulfillment, merchandising, and digital marketing as foundations for international expansion. The direct to consumer brand has a strong presence in several continents. Pooki’s Mahi MeowHattan Project enables the Silicon Valley technology executive to offer favorable pricing, control merchandising campaigns for existing products, and optimize go-to-market activities for new product launches.

Registered FDA facilities are used to manufacture coffee pods and tea capsules. Koffee KaKao™ coffee capsules are the third set of Kafpresso™ coffee capsules manufactured in the new FDA certified facility. Pooki’s Mahi plans on expanding Koffee KaKao™ Kafpresso™ product line. Currently, Koffee KaKao™ has five different 100% single-origin coffee profiles.

Pooki’s Mahi KrakaMoka™ capsules are sold as part of a Koffee KaKao™ variety pack of mocha coffee pods. The Silicon Valley based brand is using the initial introduction to obtain insights from customers. Founder/CEO Leslie Magsalay-Zeller is incorporating feedback into designs and new product launches.

Pooki’s Mahi® Koffee KaKao™ mocha coffee pods customers can expect:
- Recyclable KrakaMoka™ coffee bio-pods made from single-origin specialty coffee sourced through direct trade relationships.
- KrakaMoka™ coffee capsules for use in 1.0 and 2.0 single serve coffee makers.
- KrakaMoka™ coffee offered as part of Koffee KaKao 10-count or 24-count variety pack.
- Nutrition information, California Prop 65 and tea capsule information visible on each package.
- Product samples are not available.
- Koffee KaKao™ KrakaMoka™ coffee pods available as a subscription or one-time purchase.
- Limited availability to VIP reseller distributors, and wholesale coffee club members.

The Silicon Valley-based food and beverage firm has grown without a loan or venture funding. Pooki’s Mahi Founder/CEO takes an analytical and systems process approach in developing and launching new products. Magsalay-Zeller’s method is widely used in high tech Fortune 1000 firms. The technology executive continues to build and improve architecture to support existing ecommerce platforms. Leslie Magsalay-Zeller designs introduce Pooki’s Mahi® product lines and continue to update technology platforms supporting multiple channels. 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 capsules.

Pooki’s Mahi® Koffee kaKao™ coffee for Keurig 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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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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