



Papalani Gelato serves sustainable scoops

Green to be \$400B trend by 2010

KAUA'I BUSINESS REPORT

PO'IPU — Papalani Gelato scoops more than just gelato, or Italian ice cream and sorbet. The new company, located in the Po'ipu Shopping Village next to Puka Dog, offers its customers a heaping serving of sustainable business practices with their frozen treats.

Papalani Gelato uses 100 percent biodegradable gelato cups, drink containers, pint and quart containers, and pie and cake containers.

"At first glance and feel, our customers assume that these items are traditional plastic; but they are actually made from corn," said Marck Shipley, owner of Papalani

Gelato. "After eating your gelato, you could place our corn cup in your compost heap and it will degrade in several weeks versus traditional plastics, which sometimes take centuries to break down. These environment-friendly products are simply amazing."

The company also makes it a point to buy as many local products as possible to reduce transportation and fuel costs as well as to support the Kaua'i and Hawai'i economy.

"We love using fresh, local ingredients to make our gelato and sorbetto," said Lauren Shipley, Marck's wife and business partner.

"We especially enjoy seeking out and working with small producers and farmers, and we recognize the benefits to the marketplace and environment of doing so."

A few of Papalani Gelato's flavors that are made with local ingredients are mango, papaya,

pineapple and kulolo.

Other sustainable business practices implemented by Papalani Gelato include reusing their gelato serving pans, utilizing energy efficient equipment and buying organic ingredients.

Papalani Gelato also features organic and fair trade chocolates.

"We personally select chocolates for our store that come from companies we know and have met with. We want to make sure these companies are committed to producing high quality chocolates in a manner that we feel is consistent with our view of sustainable practices," said Lauren. "We currently carry chocolates from three Hawai'i companies, and continue to look for additional sources locally."

Marck and Lauren Shipley's business commitment to sustainability is tied to their personal beliefs and heartstrings. However, being a green retailer is also a growing, global trend that is shaping up to be a smart business decision that can boost sales.

Analysis conducted by the Natural Marketing Institute found that earth-friendly and health-related products account for \$209 billion in annual sales nationwide, and that by 2010 these figures may reach more than \$400 billion.

NMI also says that consumers are loyal to companies whose values match their own and they are



Contributed photo

Papalani Gelato owners Marck and Lauren Shipley welcome everyone to Kaua'i's first and only gelato store, located in the Po'ipu Shopping Village next to Puka Dog.

willing to put their money where their mouths are. A good example is organic foods and beauty products, which are increasingly popu-

lar and in demand.

"Sustainability, to Lauren and me, really comes down to preserving the natural beauty, resources, and uniqueness of Kaua'i. We do as much as we can to be carbon neutral, even if it costs us more. And if these efforts attract customers to our store, that's even more wonderful," exclaimed Marck.

Papalani Gelato (heavenly gelato in Hawaiian) offers the finest organic and gourmet gelato and sorbetto in a variety of local flavors, plus gelato cakes and pies for any occasion.

Papalani Gelato also features rare, all-natural, artisan confections from around the world. Papalani Gelato uses fresh local ingredients to create frozen delights onsite daily, and is a member of the Hawai'i Organic Farmers Association, Kaua'i Chamber of Commerce, and Po'ipu Beach Resort Association.

Papalani Gelato is open daily from 10 a.m. to 10 p.m. Gift cards are available. For more information about Papalani Gelato, contact 742-2663 or www.papalani-gelato.com

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