



**ChefZone™**

WHOLESALE CLUB



**ChefZone**<sup>TM</sup>  
WHOLESALE CLUB

# Aloha!

I am pleased to introduce ChefZone as our new one-stop, wholesale cash & carry foodservice distribution model. We created ChefZone for an underserved segment of Hawaii's foodservice industry, including independent restaurants, catering companies, food trucks and nonprofit organizations.

For over a hundred years at Y. Hata & Company we've created innovative solutions for the foodservice industry. Now we take another important step as we evolve island food distribution for today's needs.

Back in the day, my great-grandfather Yoichi Hata believed the company he founded would eventually become a dominant force in Hawaii's business community. And as he built Y. Hata initially from Hilo and later on Oahu, he always remembered that the customer comes first.

Yoichi knew we would gain the respect and trust of those we partner with because of our genuine concern for their success and our unwavering commitment to excellence. His vision of the company served as an inspiration for me as I modernized our mission, core values, management style and business strategy, now known as "The Hata Way."

A century later we still embrace Yoichi's vision and pledge to continue his legacy into the future with ChefZone and Y. Hata foodservice operations.

When Y. Hata celebrated its 100th anniversary in 2013, we based our centennial theme on Queen Kapiolani's life motto: "Kulia I Ka Nu'u (Strive for the Summit)." That commitment to excellence started with my grandfather in 1913 and continues to this day with the creation of ChefZone.

Sincerely,

**Russell Hata**

Founder & President, ChefZone  
Chairman and CEO, Y. Hata & Co., Ltd.



**SAVE Time  
& Money!!!**

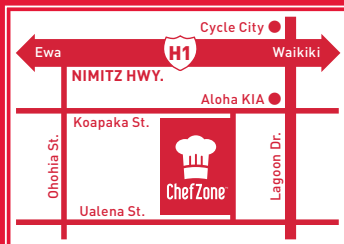


**WHOLESALE CLUB**

Fresh Meat  
Fresh Produce  
Frozen Food/Seafood  
Dairy  
Groceries  
Local Products  
Beverages  
Baked Goods  
Asian/Ethnic  
Disposables  
Cleaning Supplies  
Smallwares & Equipment

## Central Location

Waikiki ..... 7 miles  
Pearl City..... 9 miles  
Kailua ..... 15 miles  
Kapolei..... 18 miles



2888 Ualena Street, Honolulu

 **chefzone.com**

 /chefzonehi  @ChefZoneHI

**808.852.6700**

# Fact Sheet

**ChefZone** is a cash & carry wholesale club for foodservice operators including independent restaurants, catering companies, food trucks and nonprofit organizations.

Located near Honolulu International Airport, ChefZone offers a complete product mix in a 45,000SF facility featuring 6,000+ foodservice products, equipment and supplies, plus 35,000 special order products.

## WHAT'S HOT

### Entrée-preneurship™ Center

Business support including menu engineering, food costing, graphic design, and social media to enhance the foodservice operator's bottom line.

### Demonstration Kitchen

To improve product knowledge and best practices through product demonstrations, cuttings, samplings, workshops and certification programs.

### Tabletop Showroom

To preview smallwares and design a unique dining room experience.

## WHAT'S COOL

### Free Membership

Foodservice operators may apply in-store or at [chefzone.com](http://chefzone.com).

### The Chef's Community

A place that's all about chefs, the art of professional cooking and big ideas.

### Locally-owned & Supports Local

ChefZone is a division of Y. Hata & Co., a 100-year local family-run business and supports local businesses and food sustainability.

## WHAT'S MORE

### Operating Hours

6 a.m. to 6 p.m. Monday-Friday  
7 a.m. to 4 p.m. Saturday  
8 a.m. to 3 p.m. Sunday

### Contact

**Margot Sakazaki**  
Development Director  
808.447.4383  
[msakazaki@chefzone.com](mailto:msakazaki@chefzone.com)

### Christopher Lee

Special Projects/ Entree-preneurship Center  
808.447.4190  
[clee@chefzone.com](mailto:clee@chefzone.com)





# Development Team



**Russell Hata**  
Founder & President

Russell is Chairman and CEO of Y. Hata & Co., Limited, a 101-year-old, kama'aina-owned wholesale foodservice distributor valued at \$165 million. As the overall leader of Y. Hata and ChefZone, this third-generation Hata helps local businesses succeed while promoting food sustainability in Hawaii.



**Steve Sue**  
Business Development  
Director

Steve is instrumental in developing the ChefZone business and brand. His career spans mega-resort development, retail branding, software/web development, theme park development and live entertainment production.



**Bruce Varney**  
Retail Business Consultant

Bruce brings cash & carry experience to the ChefZone Development Team through his broad management experience in the wholesale and retail food, beverage, furniture and distribution industries. His successful 30-year-plus career includes work with Forbes 150 corporations.



**Margot Sakazaki**  
Development Director

Margot manages the development of ChefZone, from facilities to branding and marketing. Prior to ChefZone, she served as Vice President of the Honolulu Japanese Chamber of Commerce and managed events with Japan Sports Marketing.



**Christopher Lee**  
Special Projects/  
Entrée-preneurship Center

Christopher directs development of the Entrée-preneurship Center. With more than ten years of leadership experience in the foodservice and hospitality industry, Chris served as director of restaurants at the Conrad Tokyo hotel and was director of F&B at W Hotel Seattle.



**Jeff Takiguchi**  
Development Coordinator

Jeff assists with many aspects of ChefZone, including research, website development, membership database and store operations. Jeff has a background in marketing and customer relations.



# Operations Team



**Matt Bono**  
General Manager

Matt has extensive cash & carry experience operating and managing Restaurant Depot in California and Washington over 10 years. Prior to Restaurant Depot, Matt had ten years of QS restaurant management experience in Los Angeles.



**Jackie Cabebe**  
Restaurant Supply  
General Manager

Jackie joined Y. Hata & Co., Ltd. in 2005 to manage the Restaurant Supply Division. She has nearly three decades of experience helping over 500 restaurants in Hawaii with product identification, product replacement and restaurant openings.



**Matthew Small**  
Executive Chef

Chef Matt has 20 years of experience with foodservice in Hawaii and on the mainland. Most recently he served as Executive Chef for Haleiwa Joe's Seafood Grill, where he was responsible for daily operations including menu development, food and labor cost control.



**Jeff Yamasaki**  
Merchandising Manager

Jeff has over 19 years of foodservice experience working with customers, brokers, direct manufacturer representatives and foodservice suppliers at Y. Hata & Co., Ltd. He helped develop logistics, marketing and purchasing programs as a Senior Buyer and Purchasing and Merchandising Manager.



**Paula Jepas**  
Development Coordinator

Paula assists with ChefZone's Operations development, which includes product selection, store operations and hiring and training of ChefZone staff members. She has 20-plus years of experience in high-volume restaurants and leadership roles.



# History of Y. Hata & Company, Limited

Launched as a “mom and pop” operation in 1913, by Japanese immigrants Yoichi and Naeko Hata. Y. Hata & Company, Limited, is now among the premier foodservice distributors in the Pacific Region.

The Hatas started their business in Hilo, Hawaii, where they sold wholesale food products out of a backyard warehouse/garage. Five of Yoichi and Naeko’s ten children were instrumental in developing the family business from a modest operation into the state’s largest food distributor by the 1960s.

When competition in the foodservice industry intensified, grandson Russell Hata took over as managing director in 1991. By acquiring a military contract six years later, he returned Y. Hata to profitability.

Russell left soon thereafter to pursue other interests. He returned to Y. Hata in 2008 with the aim of renewing company growth through initiatives such as ChefZone.



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# Free Use Graphics

ChefZone logo and renderings available for download at [chefzone.com](http://chefzone.com)



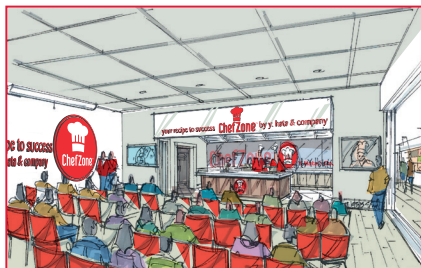
**PRIMARY COLOR**  
Pantone#186  
C4%+M100%+Y81%  
R225+G0+B42



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 [@ChefZoneHI](https://twitter.com/ChefZoneHI)





**IMMEDIATE RELEASE**

February 26, 2014

## **ChefZone Wholesale Membership Club to Offer One-Stop Solution for Local Foodservice Industry**

### **45,000-Square-Foot Facility to Feature Entrée-preneurship Center with Demonstration Kitchen, Tabletop Showroom and Business Center to Help Partners Succeed**

HONOLULU – ChefZone, Oahu's first one-stop wholesale club for the foodservice industry, will open for business in late summer 2014, founder Russell Hata announced today.

Hata is chairman and CEO of ChefZone's parent firm, Y. Hata & Company, Limited, a Honolulu-based foodservice distributor celebrating 101 years of doing business in Hawaii.

Located five minutes away from Honolulu International Airport, ChefZone is a 45,000-square-foot membership club designed for independent restaurants, catering companies, food trucks and organizations that use commercial foodservice products.

"Our goal in creating ChefZone is to provide shopping convenience and value-added services to our customers through the Entrée-preneurship Center, and to support smaller operations by saving them time and money," Hata said.

"We'll provide everything our members need to succeed, from restaurant supplies to food products, along with business support for menu analysis and food costing, graphic design, printing, website development and much more."

ChefZone will feature a complete product mix with more than 6,000 SKU offered in bulk size as well as individually. All major product categories will be available, including fresh meat, fresh produce, dairy, frozen food, seafood, groceries, baked goods, Asian/ ethnic products, disposables, cleaning supplies, restaurant supplies and foodservice equipment.

ChefZone will be located at 2888 Ualena St. in Honolulu. More information is available at [www.chefzone.com](http://www.chefzone.com) or by calling 808-852-6700.

### **About ChefZone**

ChefZone, the cash & carry division of Y. Hata & Company, is a one-stop wholesale club for restaurants, catering companies and all other foodservice operators and organizations. Russell Hata is founder and president of ChefZone and chairman and CEO of Y. Hata & Company, Ltd.

ChefZone is scheduled to open for business in the third quarter of 2014. Located five minutes away from Honolulu International Airport, ChefZone is a 45,000-square-foot, one-stop solution featuring over 6,000 foodservice and restaurant supply products in both bulk and broken cases.

### **◆ History of Y. Hata & Company, Limited**

Launched as a "mom and pop" operation in 1913 by Japanese immigrants Yoichi and Naeko Hata, Y. Hata & Company, Limited, is now the premier foodservice distributor in Hawaii.

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### **MEDIA CONTACT**

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ChefZone Development Director

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