



PURPOSE

KULA is a healthy bar where anyone - no matter their desires or dietary requirements - can come to enjoy a nutritious meal in a healthy environment.

VALUES

KULA's most important values are:

- We create a healthy environment in which food, quality time and well-being come together. We aim to offer a space where relationships are built - with both other guests and food.
- We value balance. KULA is a healthy bar in the wider context of the word. Healthy to us is not only about the food you eat. It's just as much about the mind. Cake after salad, and that's okay.
- We open eyes. We show our clients that healthy can be exciting, inspiring and creative. Through their experience at KULA, we subtly learn clients how food can benefit their lifestyle.
- We use fresh ingredients and whole foods.
- Delicious and good food deserves an equally good presentation. Therefore we value eye for detail.

TARGET AUDIENCE

KULA is visited by both tourists and locals - with the majority being locals. The average age is between 20-50 years old and both men and women come through the door. Most come with friends, family or acquaintances.

What drives them to KULA is the healthy focus, the quality of the food and the environment in general. It's a place where many healthy-aware people and those who love food like to meet. They value KULA a lot thanks to the way they are treated here, which is genuine, with care and respectful.

Loyalty is built through small gestures. The eye for detail, little unexpected surprises and great customer care.

PRODUCT

KULA's main product is the healthy, balanced lifestyle it provides. It's not just about the food, it's about the whole experience and relationship with nutrition.

This is offered through a varied and innovative menu that serves to anyone, no matter their dietary restrictions, needs or desires. Whether you are looking for a salad, some comfort food or cup of coffee, KULA delivers with passion.

The tranquil design allows guests to have real conversations and really taste their food without being disturbed.

USP

We, KULA, are the only healthy bar in San José that offers our guests a place where a healthy, balanced lifestyle is made possible for everyone. This thanks to our varied and innovative menu that serves everyone, no matter their dietary requirements, needs or desires.

We believe everybody should be able to experience the wonderful benefits food can add to one's lifestyle.

MESSAGES

The following statements should be known by everyone involved with KULA. These are the messages we want people to know and remember about KULA.

- We are KULA and we are a healthy bar.
- We offer an innovative, often changing menu that serves anyone no matter their dietary restrictions, needs or desires.
- We create a healthy, balanced environment in which relationships can be built or established while enjoying a nutritious meal.
- At KULA, food is more than food. Food is about relationships and memories.
- At KULA, we respect balance. We believe a healthy lifestyle is one where both body and soul are at peace. We support this through our offer of whole foods, fresh ingredients, a varied menu and a place that breathes this lifestyle.

PERSONALITY

KULA is that heartwarming friend that always welcomes you with a genuine smile and warm hug. It's the friend that you like to tell other people about because 'she is kind and caring, yet she works so hard'. It's the kind of person you admire for her passion, ambition and kindness.

The 5 keywords that perfectly describe KULA are:

- Ambitious
- Balanced
- Healthy
- Honest
- Passionate

All content should always match these keywords.