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THE RITZ-CARLTON MAUI BRINGS L.A.'S FAVORITE WELLNESS MARKET, EREWHON, TO KAPALUA



KAPALUA, MAUI, HI (August 28, 2024) – [The Ritz-Carlton Maui, Kapalua](#) proudly announces a partnership with renowned Los Angeles-based health and wellness market, [Erewhon](#), to redefine the property’s luxury wellness experiences for guests staying at the iconic Maui resort. Guests can now enjoy a selection of exclusively curated premium wellness products designed to enhance their travels.

“The Ritz-Carlton Maui, Kapalua is committed to offering guests world-class experiences that inspire and rejuvenate,” said Jon Gersonde, general manager, The Ritz-Carlton Maui, Kapalua. “Partnering with Erewhon allows us to provide our guests with access to the brand’s most coveted products to promote holistic well-being while on vacation.”

Erewhon is known for its commitment to sourcing the highest-quality organic and sustainable products, making it the perfect complement to The Ritz-Carlton Maui, Kapalua’s dedication to luxury and excellence. Erewhon products are now available at Kai Café, including the irresistible flavors of the brand’s kefir sodas, organic spirulina artisanal popcorn, chocolate bars, sea moss gummies, Source cookie dough bliss balls, Pop & Bottle cold brews and matcha lattes, and Recess beverages, among others. The partnership will also introduce wellness activations at the resort and in Los Angeles in the future.

“We are thrilled to bring Erewhon’s ethos of wellness and sustainability to the iconic resort destination of The Ritz-Carlton Maui, Kapalua,” said Vito Antoci, executive vice president for Erewhon. “Together, we look forward to continuing to strengthen our guests’ journey from the inside out with the very best experiences.”

Guests at The Ritz-Carlton Maui, Kapalua can expect a blend of luxury accommodation and immersive wellness experiences, all set against the backdrop of Maui's breathtaking natural beauty. Whether rejuvenating with a coastal fitness hike, outdoor yoga class, or labyrinth meditation walk, every moment promises to be a celebration of mind, body, and spirit accentuated with beloved Erewhon products.

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About The Ritz-Carlton Maui, Kapalua

The luxurious Ritz-Carlton Maui, Kapalua showcases a stunning, destination resort offering 468 newly reimagined guestrooms, including 107 residential suites, with all new décor capturing Kapalua's rich heritage and natural aloha. The Ritz-Carlton Spa® Maui, Kapalua beckons with treatment rooms framed by private garden showers, volcanic stone grottos, steam, sauna and whirlpool therapies, outdoor couple's hale (cabanas) and a fitness center and movement studio with spectacular ocean views. Jean-Michel Cousteau's Ambassadors of the Environment program offers all interest levels an array of outdoor activities from land to sea, led by trained naturalists. The breathtaking island resort also features six dining experiences, enhanced indoor/outdoor meeting space, an inviting children's pool and new, custom luxury cabanas. The Ritz-Carlton Maui, Kapalua is nestled on 54 acres and enveloped by the 22,000-acre Kapalua Resort, renowned for two championship golf courses, award-winning restaurants and the site of historic pineapple fields. For more information about The Ritz-Carlton Maui, Kapalua, visit www.ritzcarlton.com/maui

About Erewhon

Erewhon is an independent, family-owned Certified B Corp and Certified Organic Retailer with 10 locations across Southern California. Since 1968, Erewhon has been providing organic, ethically-sourced foods to the communities it serves. It's committed to sourcing healthy, nutrient-dense products, backing local growers and brands, and supporting the environment. Recognized for its uncompromising quality standards and customer service, Erewhon sustains a community centered in caring, curiosity, and positive change.

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