

Quotes

“When I started Kahurangi eleven years ago in a rented kitchen in Wellington with second-hand equipment and a very patient landlord, I made myself one promise. That I would never put something on a shelf that I wasn’t genuinely proud of. That sounds simple. It’s actually the hardest thing to hold onto as a business grows.”

Background: Reid is opening the launch event for Kōpura, the company’s new chocolate bar, by reflecting on the founding principles of Kahurangi Chocolate Co. and how he’s maintained quality standards throughout the company’s growth.

Marcus Reid · Opening remarks

“The result is a bar with four ingredients. Dark chocolate. Raspberries. Blueberries. Blackberries. That’s it. No additives. No stabilisers. Nothing you can’t pronounce. Just four things that belong together.”

Background: Reid is describing the Kōpura product after explaining the eight-month development process. He’s emphasising the ingredient transparency that has become central to the brand’s identity.

Marcus Reid · Mid-speech

“I also want to acknowledge the team who made this happen, because a product like this doesn’t come from one person. Hemi and his team who obsessed over the recipe. Priya and the marketing team who found the story and told it honestly. Elena and the sales team who convinced our retail partners that this was worth their shelf space. Sarah and the supply chain team who made sure the ingredients were right.”

Background: Reid is recognising the various departments within Kahurangi that contributed to the Kōpura launch, highlighting how the company has grown from its kitchen startup origins to include dedicated innovation, marketing, sales and supply chain teams.

Marcus Reid · Closing remarks