



How we started

About a decade ago, Founder Shaun Aharam decided to make a life changing decision to quit drinking and all of the bad habits that came along with it. After his father passed he entered a year of downward spiral, but woke up one morning and said “no more”. Knowing how he was built, he knew the only way he would succeed was to begin to live his life completely opposite of how he had been living the past several years.

He immediately changed the way he ate, shed 40 pounds, started exercising and discovered a true connection with nature through trail running and surfing. It didn't take him long to trade in his bad habits and become hooked on the benefits of clean eating along with his newly discovered passions.

In 2015, his love for the ocean prompted a move to the North Shore of Maui. One morning he had nothing besides a ripe banana and some peanut butter for his daily smoothie so out of desperation he picked out the mushrooms and onions from his purple sweet potato dish from the night before and tossed it in the blender. He found that not only was it the tastiest smoothie he had ever had, but it provided him with a lasting amount of energy. After a full day of yoga, trail running and surfing, he found himself feeling better than ever. He then began to think about what else he could do with the purple sweet potato.

At this point, he had been eating very clean for several years, and had started seeing some voids in his diet. He missed tasty foods such as bread and ice cream, but didn't want to give up on his commitment to feeling the power of eating clean. His creativity then took hold and he began devoting his energy towards developing our proprietary purple sweet potato base. After 4 years of experimenting, trial and error and pure passion, Uala Pure Purple Power is about to launch with its first ever product, the purple sweet potato energy cup.

What we stand for

From the beginning we have wanted to provide a new and better alternative to bars and yogurts, based on real food ingredients. Because of this, we are committed to using the best ingredients for our products. Our products are sweetened only by purple sweet potatoes and coconut sugar, we don't use any artificial sweeteners or fillers, and are an excellent source of Antioxidants Vitamins A & C. We are 100% Organic, Plant-Based, Non-GMO, Dairy Free, Nut Milk Free & Gluten Free.

Find your `U

Through Shaun's journey he discovered that the moments he was getting the most out of were directly connected to how he felt going into them, which was directly connected with what he was putting into his body.

There are moments in people's everyday lives that they hold to the highest importance. Whether it be escaping to a yoga studio, exploring new destinations, campaigning for a cause, performing at work or simply being a kid which drives the mission of our company.

My Mission

*I believe improving how you feel every day
gives you the power to improve everything around you...*

Everyone has a passion,
Everyone has a purpose,
My mission is to fuel yours.

-Founder Shaun Aharam