
Madam Donuts

I was hoping that turns on or off something. 00:00:00

Interviewer

Whenever you guys are ready. 00:00:08

Madam Donuts

But when I say who I am, can I just say I'm Madam Donut and do I have to 00:00:09
expand on that? And like I own Donut Dynamite? 00:00:13

Interviewer

You just want to sort of like and easy opener of who she is. 00:00:16

Madam Donuts

Aloha. I'm Madame Donut and I own Donut Dynamite with my husband. 00:00:24
We work, well we live and work here on Maui. We opened our store about 00:00:29
seven months ago in the town of Wailuku. And so far it's going quite well. 00:00:38
It's been really amazing how people have come to find us and people. 00:00:40
People keep coming in so we keep making donuts. 00:00:47

Interviewer

So talk a little bit about what your background is. When did you first 00:00:52
become interested in food?

Madam Donuts

Well I have. I was born and raised in the Philippines and have two other 00:01:00
siblings and my mom have always been quite good at figuring out what
our strengths were. My sister was very good at organizing the house so 00:01:17
she cleaned and my brother worked the farm and I ended up in the
kitchen. So I'd been cooking for the family since I was about nine or 10 00:01:25
years old. We cooked and clean stoves so I had make fire about three 00:01:30
times a day just to cook food for our meals. We didn't have refrigerators 00:01:37
so we needed to make fresh food all the time. My mom pretty much 00:01:43

Madam Donuts (continued)

raised and grew most everything that we ate. So I have that background 00:01:48
or at least that awareness of using real ingredients whole foods without
correlating it to health and nutrition. It just was. We didn't think about 00:01:59
whether it was organic food or is it local. Of course it's local it's from our 00:02:05
backyard. And of course it was organic because whatever she raised or 00:02:07
you know any leftover food we fed our animals that we later ate. And just 00:02:20
everything was pretty much self-sustain. And it was really more I think 00:02:24
because we were poor. And I think that, being poor in a way helps us 00:02:28
become more in touch with our food. I had not stopped. I wasn't able to 00:02:37
step in a supermarket until I was about 14 years old and I was about 14
when I saw pieces of meat that didn't have, blood on it. I mean they were 00:02:50
bagged. And I was like whoa how fresh as this piece of meat? I don't see 00:02:52
the whole animal around it. So I was used to eating and making fresh food 00:02:58
many. Years later when I moved to the states, I got interested in sports. 00:03:03
And exercise so I actually majored in exercise science and forgot about 00:03:09
cooking for a while until about one summer I had to buy a Kitchen Aid for
a friend. And I thought I'd buy myself one too because it was really cute. I 00:03:21
found an orange kitchen Aid. It looked really good in my studio apartment. 00:03:29
And then I thought maybe I should use it. So I borrowed my friend's book 00:03:32
called Baking with Julia Child and I said I'll make croissants. Just like that. 00:03:45
And he said croissants? Why don't you start in cookies or brownies or 00:03:46
something more simple and say I want croissants. It sounds interesting, 00:03:54
intriguing and complicated. So I made my first croissant and they turned 00:03:57
out really good. And I was really inspired. So I started making more and 00:04:01
more pastries and then I switched my focus from exercise science to
making pastry. So it seemed like it's polar opposites but I try not to make 00:04:11

Madam Donuts (continued)

it so, disconnected. So if I was making ice cream while the ice cream was training I would go for a run. So that's how I balance both of my passions so I stay fit while I make my treats. Sorry I talk too much.

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Interviewer

Great answers to the questions.

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Madam Donuts

Ok cool. You just edit through every babble I go I will babble forever. I can talk like all day all night long.

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Interviewer

But like, and like the beauty of this is that you know, your passions just naturally are going to come out from your answers. That's what he's able to do. With, some of your answers will just hold this actual shot that we have on you but as it corellates to the B-Roll stuff that we get you'll be talking about something and then we'll cut to actually you guys process in the process of cooking. The more detailed the more heartfelt the answer the better it's going to be.

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Madam Donuts

Who am I talking to? Am I speaking loud enough?

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Interviewer

Yeah that's why we have you miced so.

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Madam Donuts

I sound like a kid of the most of the times I was trying so hard to project my voice.

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Interviewer

There was an interivew I did like two weeks ago and I don't know why but I was doing — it was for like a consulting services almost like a planned

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Interviewer (continued)

parenthood kind of thing, and the person was trying to come off like somebody from Jersey. You know talking like "this". 00:06:05

Madam Donuts

And he's not even from. 00:06:08

Interviewer

He's not even from there! And I'm like are you little nervous? 00:06:12

Madam Donuts

That's why I was like am I? 00:06:14

Interviewer

You sound like a female bull. So are you talking about sort of what your background is food and exercise and stuff. Did you seek out any kind of formal education? As far as culinary skills or that kind of thing. Did you attend a school? 00:06:15
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Madam Donuts

So I went to the Culinary Institute of America in St. Halina. They are a Graystone. Sorry. 00:06:47
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Interviewer

Start over again with that answer. 00:07:01

Madam Donuts

Campus, sorry. So I actually went to go on their Institute of America in St. Halina California in Napa Valley. There Graystone. I just said that. Take three! So I went to Cullinary Institute of America at Graystone campus in St. Halina California. I was living in San Francisco at the time and I drove every day to school because I thought that that was the best school I could attend. Even if there was a couple of other culinary schools within the city I thought I wanted the clout and the education that the CIA 00:07:03
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Madam Donuts (continued)

offered. And I think it was worth it. I had a great education great connections and that's actually where I met my husband who is also my partner in Donut Dynamite. 00:07:50

Interviewer

Talk about Frank. So you guys actually met in class? 00:08:06

Madam Donuts

Frank and I met at school. He was a class ahead of me. He had already gone to the CIA in New York. So he already had his degree in culinary arts but he decided he wanted to learn more about pastries and wine so he moved to Napa Valley. We met. We were, we were doing an event called the world of flavors and we were working together. We hardly really knew each other at the time and he, he was pulling out some naan bread the Indian bread from the oven, and this guy I tell you can touch like flames and not even act like it's hot. So I realized they were coming straight from the oven but the way they were the way he was holding them he was like OK. Room temperature. So I grabbed one and dropped one was like whoa that's hot! And he's like "oh, delicate hands huh." And at that time I needed to prove myself. You know I was new in the industry so I held onto those breads like it didn't hurt. I was like ouch that deep inside the whole time but I was holding onto those while I was buttering them. And somebody had come in and asked us if we needed help and he was like. "I think she's got it" and I was like thinking yeah you're right. I got it. But I think I gained his respect from then on and the rest is history now. We've been married for over 10 years we've been together almost 13 years and now we work together on this business. 00:08:07
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