



**PRESS KIT**



# THE BULA KAVA HOUSE STORY

## ABOUT BULA KAVA HOUSE

Bula is a Fijian word with many uses. It is a greeting, but also can mean “life” or “to live”. Fijians use it in place of “cheers” before drinking kava. Since ancient times the cultures of the South Pacific have consumed kava kava for medicinal, religious, political, cultural and social purposes. Today, Bula Kava House offers the finest ground kava root available, fresh from the islands.

## THE KAVA EXPERIENCE

Kava or kava-kava (*Piper methysticum*) is a shrub that thrives in loose, well-drained soils where plenty of air can reach the roots, kava plants are typically harvested at 3-4 years of age. Pacific Islanders have consumed kava root tea for over 3,000 years. We invite you to experience the tradition for yourself.

As time has progressed, so have the techniques used to make this sacred island drink. We want you to be able to experience the best kava available. At Bula Kava House, we strive to make the highest quality kava available to the kava community and consumers all over the world. We are also committed to testing the kava we receive from growers and suppliers in order to label every product we sell accurately.

## ABOUT OUR FOUNDER - JUDD RENCH



In 2007, Judd's work as a scuba instructor brought him to the Big Island of Hawaii, where his co workers constantly touted the product and environment provided at what was simply known as “The Kava Bar”. He had no idea what kava or a kava bar was at the time but it wasn't long before he tagged along to check it out. What he found was a small, mostly outdoor establishment built with hardwoods with seating for no more than 15 people. At wooden community tables, everyone drank from coconut shells filled with a murky liquid.

Before he knew it one of these shells was passed to him. He was told to clap once in unison with other drinkers, chug the entire shell, then clap twice when finished.

After two or three more shells he noticed that his mind was at ease and my muscles, after a long day of lifting scuba tanks, had relaxed to a very mushy state. The feeling was a bit like being slightly drunk without the loss of mental cognition that accompanies excessive alcohol use. He then knew that this is why his co-workers spent so much time at The Kava Bar.





# PORTLAND'S FIRST KAVA BAR



Google+ Local

4.4 ★★★★★

facebook

4.5 ★★★★★

yelp ★★★★★

4.5 ★★★★★



Judd immediately knew that a kava bar would be a fantastic addition to his hometown of Portland, Oregon. Kava makes for a safe alternative to alcohol and other intoxicants, and he figured a Pacific Northwest kava bar would be a great place to come socialize or use something that has been used medicinally to treat pain, insomnia, and anxiety for thousands of years.

After over two years of searching for the world's best kava, finding the perfect location, and finally making that location a beautiful oasis for kava enjoyment Bula Kava House began serving kava to the good people of Portland, Oregon on March 22nd, 2011.

Today you can find Bula Kava House at 3115 SE Division Street in Portland serving many types of Kava, fresh juices, acai bowls, smoothies and snacks. We use only the freshest ingredients to make our juices and smoothies.

"IT'S LIKE STEPPING INTO A TROPICAL VACATION, RIGHT IN THE HEART OF SE PORTLAND'S DIVISION STREET."





# BULA KAVA HOUSE ONLINE



With Bula Kava House's online store, you don't need to live in Portland to enjoy what thousands of happy visitors to our kava bar already have. We provide the highest quality variety of ground kava root products, fresh from Vanuatu and other islands in the South Pacific. Our growers and suppliers grow and harvest great kava kava. We have it tested independently to ensure quality and accuracy in our labeling. We also sell kava ceremony kits, kava accessories like strainer bags, and even Bula Kava House clothing.

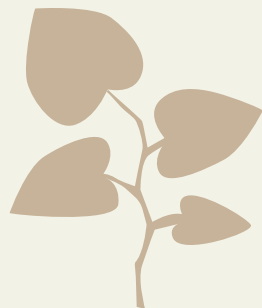
**Visit [bulakavahouse.com](http://bulakavahouse.com) to see the full selection.**



"KAVA IS THE PLANT OF PEACE. IT SOOTHES ALL OF THE UNNECESSARY TENSIONS OF LIFE AND CLEARS MY MIND. SPACIOUSNESS, SERENITY, AND JOY ARE ALL MAGNIFIED BY THIS AMAZING PLANT." - GREG

"KAVA IS A UNIQUELY RELAXING, EUPHORIC EXPERIENCE THAT IS EASY TO ENJOY ALONE OR WITH FRIENDS." - DAVE

"KAVA RELAXES ME. GREAT WAY TO END A STRESSFUL DAY!" - PAUL



## YOUR ILLUSTRATED GUIDE TO

# KAVA



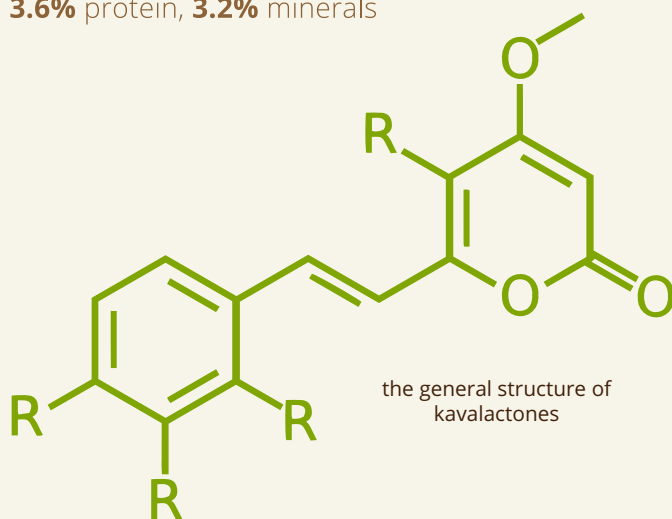
### WHAT IS KAVA?

[kah-vuh] is a shrub grown throughout Oceania. The aromatic roots of kava or *Piper methysticum*, of the pepper family, are used to make an intoxicating beverage. Kava is an integral part of the religious and social traditions of island culture, and the source of much mysticism and lore.

### WHAT'S IN IT?

#### DRIED KAVA ROOT CONTAINS:

**43%** starch, **20%** dietary fiber, **6-15%** kavalactones, **12%** water, **3.2%** sugars, **3.6%** protein, **3.2%** minerals



#### WHAT ARE KAVALACTONES?

The main active ingredients found in kava are lactone compounds called kavalactones. Kavalactones are thought to affect the central nervous system and have various effects including muscle relaxation, anesthetic properties, and anti-anxiety and stress.

**There are over 100 different cultivars of kava**, many of which contain varying amounts of the different kavalactone chemotypes, therefore different strains of kava will often cause varying effects on the drinker.

### WHERE'S IT FROM?

Kava originated from the **Republic of Vanuatu in the South Pacific.**

Kava was traditionally used ceremonially, socially, medicinally, and for trade in much of the South Pacific. While the largest amount of kava is grown in Vanuatu, kava is also grown in the Pacific islands of Hawaii, Federated States of Micronesia, Fiji, the Samoas, and Tonga.



## WHY TRY KAVA?

Used for over 3000 years, kava acts as a **social drink alternative to alcohol**.

Kava, which is non-addictive, produces no “hangover” effect like alcohol. Mental clarity is retained, with little chance of unwanted side effects.



## HOW DO YOU PREPARE IT?

Traditionally, kava preparation meant chewing the tough fresh kava root into a pulp, spitting it onto a leaf, and then straining water through the pulp.

When you visit a kava bar in Vanuatu today, the kava will have typically been made by manually grinding the fresh root, mixing it with water and straining the liquid through a fine mesh. Some people also take kava through capsules or as a paste.

### SIMPLE STEPS TO PREPARE KAVA:

1. For one part kava, use three to four parts water.
2. Pour water that is warm to the touch (not hot) into a large bowl.
3. Put the dry kava in a strainer bag and immerse the bag in water.
4. Knead and squeeze the kava for about 10-15 minutes while applying a lot of pressure.
5. Squeeze the kava as dry as possible before discarding the separated pulp.
6. Enjoy your kava beverage!

### WHAT YOU NEED:



## SOURCES

[www.kava.com](http://www.kava.com) | [www.1hourbreak.com](http://www.1hourbreak.com) | [www.webmd.com](http://www.webmd.com) | [livertox.nih.gov/KavaKava.htm](http://livertox.nih.gov/KavaKava.htm)



# FREQUENTLY ASKED QUESTIONS

## WHY SHOULD I BUY KAVA FROM BULA KAVA HOUSE?

We offer the highest quality kava, finest blends and fastest, cheapest delivery available online. Read our customer reviews if you don't believe us!

## HOW DO YOU MAKE KAVA?

All the kava powder purchased from Bula Kava House comes with instructions for preparation. Kava Preparation instructions are also available on our Blog. If you need further assistance feel free to call us at (503) 477-7823. There are also many good kava preparation tutorials on youtube.

## HOW DOES KAVA MAKE YOU FEEL?

Kava affects everyone differently but most people describe a mild euphoria, relaxed muscles, and a relief of anxiety.

## IS KAVA ADDICTIVE?

Kava root is in no way chemically addictive.

## CAN CHILDREN DRINK KAVA?

There is no law that requires someone be of a certain age to drink kava, but keep in mind that kava does have physiological effects.

## CAN PREGNANT WOMEN DRINK KAVA?

We at Bula Kava House are not doctors and are therefore not qualified to answer this question. We recommend that pregnant women interested in drinking kava consult a physician first.

## DOES KAVA USE CAUSE LIVER DAMAGE?

Years ago there was a report of some liver health issues connected with kava use that led to kava restrictions in some countries (never in the US). Subsequent studies have proven traditional kava to be safe and has led to the end of almost all kava restrictions. Kava has been enjoyed regularly by the people of the South Pacific for thousands of years and there is no evidence that people in these cultures suffer higher than normal levels of liver problems.

## IS EACH BULA KAVA HOUSE STRAIN 100% PURE?

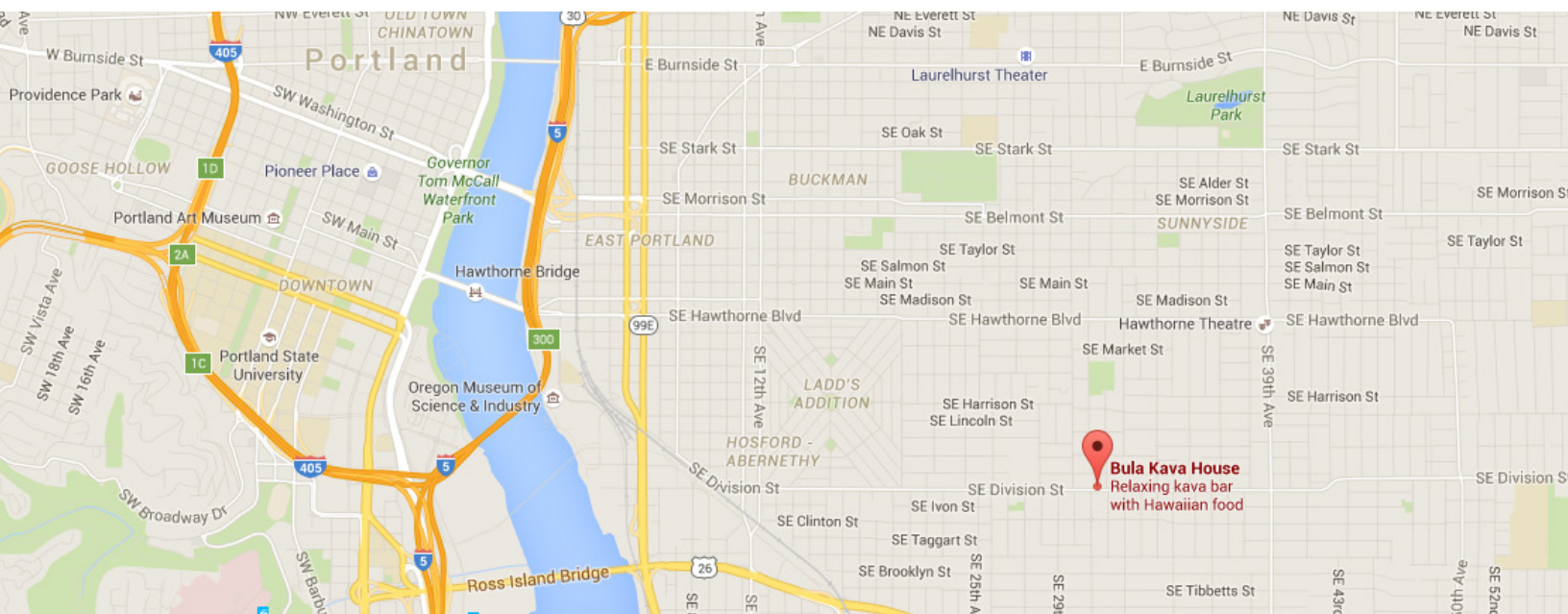
We strive to provide the highest quality kava possible. Due to variables in how kava is grown and cultivated, kava varieties we sell may contain more than one cultivar. - i.e. noble, blend, or tudei. The cultivars in any specific Kava strain may vary slightly from one plant or crop to another. Although all of our kava is believed to be the exact variety or strain advertised, there is the possibility that small amounts of other kava strains are included. For more information please read our Kava Testing Policy.

## DO YOU OFFER FREE SAMPLES?

Unfortunately, no. We get many requests for free samples and as a small business it would be difficult to do that for everyone. We also feel that to truly know if a particular kava works for you it can easily take multiple servings over multiple drinking sessions. A 250 gram bag seems to be just right to accomplish this.



# CONTACT BULA KAVA HOUSE



## BULA KAVA HOUSE

3115 SE DIVISION STREET  
PORTLAND, OR 97202

**EMAIL:** [INFO@BULAKAVAHOUSE.COM](mailto:info@bulakavahouse.com)

**PHONE:** (503) 477-7823

**WEB:** [BULAKAVAHOUSE.COM](http://BULAKAVAHOUSE.COM)

## BULA KAVA HOUSE BAR HOURS:

SUN – THURS: 11AM-11PM

FRI – SAT: 11AM-MIDNIGHT

For press inquiries or questions, please contact Judd Rench at [Judd@BulaKavaHouse.com](mailto:Judd@BulaKavaHouse.com) and/or (503) 477-7823.

## FIND US ON SOCIAL MEDIA



[FACEBOOK.COM/BULAKAVAHOUSE](https://FACEBOOK.COM/BULAKAVAHOUSE)



[TWITTER.COM/BULAKAVAHOUSE](https://TWITTER.COM/BULAKAVAHOUSE)



[PINTEREST.COM/BULAKAVAHOUSE](https://PINTEREST.COM/BULAKAVAHOUSE)



[PLUS.GOOGLE.COM/+BULAKAVAHOUSE](https://PLUS.GOOGLE.COM/+BULAKAVAHOUSE)