

KAVLA
~ BRAND MUSIC CO. ~

Kala ukuleles have seen the tops of mountains. They've sat in the sandy beaches of remote destinations. They've floated down rivers and sung under the stars. They are played in classrooms, neighborhoods, and iconic music venues. Small, portable, lightweight, simple, fun, and easy-to-learn, the Kala ukulele is trans-generational, making it the perfect instrument for ages 3 to 103.



Mission Statement

Kala supports new and experienced musicians by offering a wide selection of high-quality Ukuleles, resources and other musical instruments because we believe everyone needs music in their life.



Kala History

Founded in 2005, Kala Ukulele quickly became the industry leader by bringing affordable, high-quality instruments to the most discerning ukulele audience in the world: Hawaiian Music Stores.



We did not stop there...
bringing the ukulele to the Mainland US, with headquarters in
Hawaii, California, Virginia and distribution in over 40 countries around the world.



Over the past 14 years, Kala has demonstrated consistency, stability, and longevity within the ukulele market, establishing ourselves as the industry standard by which all other ukulele manufacturers measure their quality and success.



Kala can be credited with the surge in the modern ukulele movement. Played by popular musicians like: twenty one pilots, Zac Brown, and Walk Off the Earth.



Kala in the Ukulele World

Kala exists to grow and develop musicians at every level. We don't simply sell a product to a customer. We value our customers and have earned their loyalty by providing them with affordable, top-quality instruments and equipping them with the appropriate resources to take them from beginner to advanced musicians.



Kala offers the most diverse catalog of ukuleles in the world.
Players have extensive options and can choose from any style or price point.



Our complete ukulele experience includes online lessons, with easy-to-understand tutorials, pro tips and song charts, plus a robust mobile learning experience through the Kala App.



Kala's Continuing Story

In 2016, Kala donated over \$250,000 worth of ukuleles to public schools around the country.



Many classrooms have replaced traditional classroom instruments, like the recorder or guitar, with Kala ukuleles.



In 2017, Kala launched Learn To Play. This all-inclusive lesson program sets new players up for instant success by providing everything they need to start playing ukulele right away.



In 2018, Kala partnered with Mandy Harvey, deaf singer-songwriter from America's Got Talent, to release a signature series Learn to Play ukulele pack.



Most recently, Kala partnered with artist Vance Joy and non-profit MyMusicRX to provide ukuleles and lessons to Children's Hospitals across the country. Online video lessons were taught by Vance Joy and included a short booklet for two of his hit songs, "Riptide" and "Saturday Sun"



In 2020, we will be releasing three Elvis Learn to Play Ukulele packs with customized booklet and online lessons.



Kala has partnered with the following brands and organizations:

- Sony Music Nashville • Warner Music • CURB | WORD Entertainment • Sanuk
- SunBum • Notes for Notes • Guitars in the Classroom • BioLite
- Oakland Unified School District • The Late Late Show with James Corden
- Lagunitas Brewing Company • Vans Triple Crown • Hydroflask



Kala + You:

Kala is more than a brand, we are a lifestyle.

A Kala Ukulele owner never has just one Kala. Many have 3 to 6 or more.

Kala Ukulele collectors are always excited to add new ukuleles to their collections.

