

# From Search to Storefront

*How a real customer found Tutu's Pantry through AI search — and drove across the island to shop*

#1

ChatGPT ranking for  
"locally made  
gift items"

51 MIN

drive from Kaanapali  
to Kihei — based on  
the AI recommendation

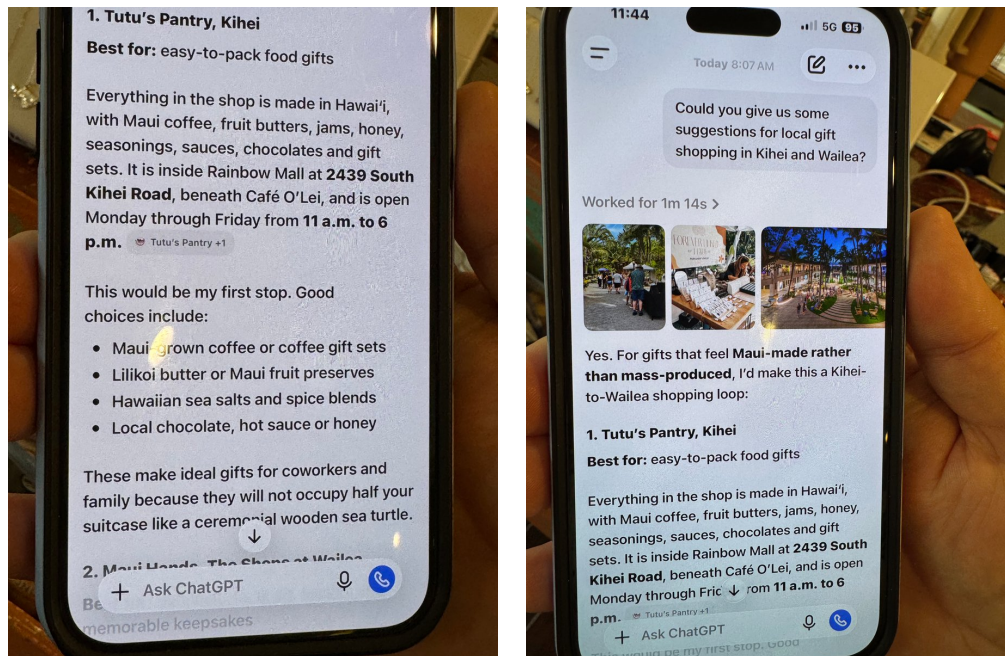
REAL

customer, unprompted  
screenshot, zero  
staging involved

## The Moment

On August 3rd, a customer walked into Tutu's Pantry in Kihei and showed owner Ellie Salazar something on their phone: a ChatGPT conversation where they'd asked for local gift shopping suggestions in Kihei and Wailea. Tutu's Pantry was the very first recommendation — complete with the store's address, hours, and a specific list of what to buy there.

The customer had driven from Kaanapali — a 51-minute, nearly 30-mile drive around the west side of the island — specifically to visit the shop after reading that recommendation.



The actual ChatGPT conversation the customer showed Ellie in-store, August 3, 2026

## In Ellie's Words

*“This customer just showed me this. They searched for locally made gift items and we popped up first. They drove from Kaanapali to come to the shop. Thank you so much!”*

— Ellie Salazar, Owner, Tutu’s Pantry

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## Why This Matters

This moment happened mid-project — before the AEO Foundation build was even fully complete. It’s a live, real-world example of the core premise behind AI Marketing Partner’s work: when a business’s digital presence is properly structured for how AI tools read and recommend content, real customers find it, trust it, and act on it — not someday, but in weeks.

For Tutu’s Pantry, that meant confirmed Cloudflare AI-crawler access, corrected local business schema, an llms.txt file pointing AI tools to the brand story and top categories, and consistent, accurate product data across the catalog — the foundational work that makes a recommendation like this possible in the first place.