



PRESENTED BY  First Hawaiian Bank. &  MasterCard

2016 HAWAII FOOD & WINE FESTIVAL FIRST ANNUAL CONNOISSEUR'S CULINARY JOURNEY, LAUNCH AND HUKILAU BEACH COOKOUT

First Annual Connoisseur's Culinary Journey of Hawai'i and Spring Launch Cookout presented by The Kahala Hotel and Resort and Kamehameha Schools

May 23 – 27, 2016

An exclusive five-day culinary and cultural experience hosted by Hawai'i's culinary masters

- Five days, five chefs, five extraordinary culinary experiences
- Featuring once-in-a-lifetime culinary and farm tour experiences
- Hosted by five of Hawai'i's most celebrated chefs, George Mavrothalassitis, Mark Noguchi, Alan Wong, Lee Anne Wong, and Roy Yamaguchi
- Exclusive event, limited to 15 couples (30 pax)

Itinerary and Schedule

Monday, May 23, 2016 – Check-in and Hawai'i Culinary Masters Reception

Guests will arrive at The Kahala Hotel & Resort, Hawai'i's reigning luxury resort among hotels in Honolulu. This legendary hideaway resort in Honolulu's plush Kahala district is a favorite with presidents, international royalty and celebrities.

The Kahala Hotel & Resort will host a welcome reception for the Hawai'i Culinary Journey guests and chef hosts, George Mavrothalassitis, Mark "Gooch" Noguchi, Alan Wong, Lee Anne Wong, and Roy Yamaguchi. The Hawai'i Culinary Masters Reception will give guests an opportunity to meet one another, as well as their chef hosts for the week.

Tuesday, May 24, 2016 - Honolulu Fish Auction and Tamashiro Market

United Fishing Agency holds the country's largest daily fish auction, selling fresh fish to the highest bidders based on market value and quality. Most of the buyers are wholesalers, but some local restaurants and markets also buy their fish directly off the boat. In many parts of the world, commercial fishermen sell directly to wholesalers, who dictate the price. But at the Honolulu Fish Auction, fishermen can get better prices based on the quality of their fish, with bidding wars often happening.

The auction, one of the largest in the world, is the only one between Tokyo and Maine, and the only tuna auction of its kind in the nation. The load of fresh fish averages about 70,000 pounds of fish per day and sells up to 100,000 pounds of fish per day.

Tamashiro Market has long been known by locals as "the place" on O'ahu to buy fresh local fish. Most of the fish at the Honolulu Fish Auction are sold by long-liners, fish you would normally find more than 3 miles off-shore. While you can purchase what you find at the fish auction (cleaned and fileted), you can also find fish caught by local nearshore fishermen and bottom sea fisherman. As a fisherman once explained, "When you go to Tamashiro Market, you have a really good idea of what kinds of fish are in season thrive near the reefs in

Hawai‘i.”

Two of Hawai‘i’s most celebrated chefs, George Mavrothalassitis of Chef Mavro and Lee Anne Wong of Koko Head Cafe will host the day and share what they look for in fresh fish and product at the Honolulu Fish Auction and at Tamashiro Market. They will end the tour with a poke-making demonstration over a special champagne breakfast at The Kahala Hotel and Resort.

Highlights

- United Fishing Agency and Hawaii Seafood Council provide a first-hand look into where Hawai‘i Seafood comes from and how it gets from dock to restaurants and retail markets in Hawai‘i and to the mainland United States.
- Learn from chefs and auction buyers about what they look for in quality and about tuna grading.
- See why Hawai‘i seafood has earned a reputation as the “best in class” for quality, safety and sustainability.
- Experience a visit to the world famous Tamashiro Market where locals go to buy fresh island fish.
- Enjoy a poke demonstration by Chef George Marvo and Chef Lee Anne Wong as they share their best poke recipe over breakfast at The Kahala Hotel & Resort.
- Enjoy a free afternoon and a special dinner at Hoku’s at The Kahala Hotel & Resort.

Wednesday, May 25 - Kamehameha Schools Presents: Bounty of He‘eia and North Shore/Hale‘iwa Tour

The concept of Aloha ‘Aina or love for the land is deeply rooted in Hawai‘i’s history and culture. In the ahupua‘a land division system, native Hawaiians cultivated the land with the understanding that everything they did at the top of the mountain affected what happened downstream in the ocean. They maintained agricultural systems and were nearly 100 percent sustainable, living off the land through the cultivation of kalo (taro), ‘uala (sweet potato), yams, dryland kalo, niu (coconut), ‘ulu (breadfruit), mai‘a (banana) and ko (sugar cane).

In 1848, King Kamehameha III redistributed the Hawaiian lands and split up the ahupua‘a, a period in Hawaiian history known as the Great Mahele. Today, there are a few ahupua‘a that remain in tact. With sustainability a major theme, HFWF has partnered with Kamehameha Schools (KS) – the largest private landowner in Hawai‘i and the largest Pre-K - 12 educational system in the nation – and its collaborators, Papahana Kuaola, Kako‘o ‘Oiwi and Paepae o He‘eia, to share a rare glimpse of an 800+ year old ahupua‘a located on the Windward side of O‘ahu. Over the past five years, HFWF has featured He‘eia through a series of different events including Bounty of He‘eia I and II, Fish and Poi: Lunch at the Lo‘i and Lualima at He‘eia.

Chef Mark “Gooch” Noguchi will take guests on a tour of the 88-acre He‘eia Fishpond used for fishing and salt cultivation, as well as the 63-acre mauka (mountain) lo‘i (field system) that were used for cultivation of crops. Chef Mark is part of Hanohano He‘eia, a collaboration of the three nonprofits and food industry related individuals that are committed to supporting the ahupua‘a through community workdays, as well as the selling and marketing of products that are grown and raised on the land. It will be a genuine

showcase of stewardship and kuleana (responsibility).

Our next stop will be to the North Shore for a farm tour and lunch at Kahuku Farms. Kahuku Farms was formed as a partnership between two local families that go back three generations in Hawai'i. In the early 1900s, the Matsuda/Fukuyama families migrated to Hawai'i from Japan to work in the sugar plantations. In the 1940s, Shinichi and Torie Matsuda started their own farm, growing bell peppers, papayas, watermelon and bananas in Kahuku. During a similar time Masatsugu and Nora Fukuyama, also of Kahuku, started farming watermelon, eggplant, papaya and cucumbers. Both families passed the business on to their sons Melvin Matsuda and Clyde Fukuyama. Clyde and Melvin became long time friends and did several farming ventures together and in 1986 created a partnership and the Kahuku Brand. The Kahuku Brand is their company dedicated to growing and distributing Hawaii wholesale fruits and vegetables. Later, the two friends developed Kahuku Farms, an agri-tourism business as a way to share the wonders and bounty of farming with others. We will have an opportunity to meet the third generation of family members who now help run the business. Riding on a tractor-pulled wagon, you will experience one of O'ahu's most beautiful farms on the North Shore and learn about Hawai'i's plantation past and the growth of our diversified agricultural industry. A light lunch will be served with produce and products grown from the farm.

After a short stop, we will take a drive to the North Shore where if there was such a thing as a perfect wave, it would be found on there. The big, glassy waves of this legendary surf mecca attract the best surfers in the world. Stretching for more than seven miles, the beaches of the North Shore, including Waimea Bay, Ehukai Beach (Banzai Pipeline) and Sunset Beach, host the world's premier surfing competitions during the peak, winter months, including the Super Bowl of wave riding, the Vans Triple Crown of Surfing.

The town of Hale'iwa has maintained its simple plantation charm and offers a nice selection of art galleries, surf shops and eateries. After some free time in Hale'iwa, we will take a short drive to Turtle Bay Resort where Chef Roy Yamaguchi will end the day with a private sunset dinner served beach-side at his new restaurant, Roy's Beach House.

Highlights

- Learn first-hand from Native Hawaiian practitioners on how ancient Hawaiians created land divisions called ahupua'a, which contained resources needed for sustainable living.
- Experience a rare glimpse at a restored ahupua'a and learn how this intricate ecosystem from ma uka (mountain) to ma kai (sea) provided everything needed for the Hawaiian people.
- Learn first-hand from Chef Mark about the cultivation of field crops on the mountain and the cultivation of ocean resources from the fishponds built along the coastal waters.
- Enjoy a farm tour and lunch at Kahuku Farms.
- Experience an exclusive tour of the famed North Shore beaches and get a glimpse of old Hale'iwa town with Chef Roy Yamaguchi.
- Enjoy an exclusive beach-side dinner prepared by Chef Roy Yamaguchi at the new Roy's Beach House at the Turtle Bay Resort.

Thursday, May 26 - Kamehameha Schools presents The Breadbasket of Our Islands

Hawai'i Island is the largest island in the Hawaiian Island chain and boasts more than 820,000 acres of farmland. Join Kamehameha Schools and Chef Alan Wong as we take you

on a private tour and agricultural experience like no other.

The tour starts with a drive along Hāmākua coast which is known for its lush tropical rain forests, waterfalls and and seaside views. The Hamakua uplands were once a rich source for canoe wood and bird feathers for Native Hawaiians. During most of the 19th and 20th centuries, this area was covered with sugarcane. Today, communities that grew around these plantations can still be found along the coast where small farmers still grow kalo (taro), hearts of palm, vegetables and tropical fruit. As we drive along the scenic coast, you'll see deep water-carved gulches and valleys, thick with tropical foliage.

Kaunamano Farm in Umauma will be the first stop with a visit hosted by owner, Brandon Lee. Kaunamano is a boutique livestock farm raising 100% pure ABA certified Berkshire Pigs, along with free-range chickens and Nigerian Dwarf Goats, all done “natural Lee,” as Lee calls it, focusing on a holistic system utilizing intensive pasture management and open air grazing. Kaunamano Farms’ approach uses pastured hog manure to create a regenerative food system capable of sustainable produce and livestock production.

A visit to the the Hawaii Ocean Science Technology Park will showcase how seawater is used to create clean, renewable energy, as well as many forms of sustainable aquaculture. This is where the Big Island Abalone Corporation operates one of the largest aquafarms in the world. Kona Abalone, a premium stock of Ezo abalone has won the praise of many chefs, and is used in many restaurants in the U.S and Asia. We will tour the farm and taste some of the prized farm raised Kona Abalone.

“Ola akula ka ‘āina kaha, ua pua ka lehua i ke kai! - The natives of the Kaha lands have life, when the lehua blossoms are upon the sea!” is a Hawaiian proverb provides insight to the Hawaiian perspective of living Ma uka to Ma kai (sustainably from land to sea). Ka‘ūpulehu is one of 23 ahupua‘a in the Kekaha region of North Kona. During the winter months the natives of this land would move from the coast to live in the upland ‘ōhi‘a lehua forests where they tended to crops. When warm weather arrived they moved back to the shore where fleets of fishing canoe floated upon the sea like lehua blossoms. You will explore the rich cultural heritage, learn about fishing and harvest salt the traditional way in the ancient Hawaiian salt ponds at the Ka‘ūpulehu Interpretive Center at Kalaemanō.

Our final stop is at the Canoe House at the Mauni Lani Bay Hotel & Bungalows. It is the place where Chef Alan Wong got his first big break to open a new restaurant and built his reputation. He spent six years at Canoe House where he won numerous accolades before returning to Honolulu to open Alan Wong’s Honolulu. Twilight at Canoe House will be an unforgettable evening of dining, storytelling and entertainment. Held in the open air under the moon and stars, the evening will be hosted by Danny Akaka, Jr., cultural advisor and historian, who will share his knowledge of Hawai‘i’s myths and legends. The dinner will be prepared by Mauna Lani Executive Chef, Clayton Arakawa, and will feature the products from Hawai‘i Island and the farms we visited. The Twilight experience will give you an opportunity to “taste the love Hawai‘i has for the land and sea” and experience the true aloha spirit through song and dance and personal storytelling.

Highlights

- Learn first hand from farmer Brandon Lee about the new methods of sustainable farming.

- Experience the Hawaii Ocean Science Technology Park and learn about how one of the best farmed abalone is raised using seawater produced through ocean thermal technology.
- Visit one of 23 ahupua‘a, Ka‘ūpulehu, and learn how the Hawaiian population sustained themselves, through traditional practices of cultivation from land to sea.
- Learn how to make salt in an ancient salt ponds that still exist at the shoreline of Ka‘ūpulehu.
- Enjoy a special Twilight at the Canoe House and a farm to table dinner under the stars prepared by Chef Clayton Arakawa at the Mauni Lani Bay Hotel & Bungalows.

Friday, May 27 – 2016 Hawai‘i Food & Wine Festival Launch and Hukilau Beach Cookout

The journey will conclude with the Hawai‘i Food & Wine Festival Launch Reception and Hukilau Beach Cookout. The 2016 chef, winemaker, and mixologist line-up will be announced with a special dining experience with eleven of Hawai‘i’s best chefs on Kahala beach. Culinary Journey participants will have the opportunity to experience a “real” hukilau, pulling “catch” from fishing nets right from the ocean.

Highlights

- Hosted cocktails served from 5pm – 6pm in the ballroom
- Hukilau Beach Cookout prepared by eleven of Hawai‘i’s hottest chefs serving dishes fireside at the beach and under the stars.