



# HAWAII FOOD & WINE FESTIVAL



## 2012 RECAP

September 6 - 9, 2012

# About the Festival



The Hawai'i Food & Wine Festival is the premier epicurean destination event in the Pacific. Set in the lush island paradise of O'ahu, our four-day Festival features a roster of over 60 internationally-renowned master chefs, culinary personalities, and wine and spirit producers. Co-founded by two of Hawai'i's own James Beard Award-winning chefs, Roy Yamaguchi and Alan Wong, the Festival showcases the bounty of Hawai'i and its locally grown products. By supporting local growers and coming together as a community to build a symbiotic relationship between farmers, chefs and consumers around the world, the Festival aims to promote Hawai'i's return to sustainability.

The vision for the Hawai'i Food & Wine Festival is to create an internationally recognized, world-class, statewide desti-

nation event. Inspired by locally sourced products, the dishes highlight Hawai'i's farmers and the culinary visions of chefs from around the world. With every major tourism destination hosting a food and wine event, the timing was opportune for Hawai'i to create an annual, signature event that visitors would return to year after year. Today, Hawai'i's has become recognized worldwide for its unique blending of island and ethnic flavors. Hawai'i has more than 1,600 farmers, growing branded produce, seafood and products such as Hamakua mushrooms, Nalo greens, sea asparagus, Kahuku corn, Makaha mangoes, Shinsato Farm pork belly and many more. In addition to showcasing farmers and chefs, the Festival also features the best talents of Hawai'i, including entertainment, artisans and cultural practitioners.





## 2012 At a Glance

- More than 4,000 people attended the Second Annual Hawai'i Food & Wine Festival
- The line up included over 60 chefs, four master sommeliers, 25 top-tier winemakers, 31 local farmers, artisan food producers and innovators
- The Festival was comprised of 15 events hosted at six various venues throughout O'ahu
- Southern Wine & Spirits of Hawaii is the exclusive provider of wine and spirits, along with Hawaiian Springs provided 5,500 bottles of water
- Approximately \$200,000 was raised for our five beneficiaries: Hawai'i Agricultural Foundation, Culinary Institute of the Pacific, Leeward Community College Culinary Program, Paepae o He'eia and Papahana Kuaola
- Over 200 culinary student from Kapi'olani Community College, Leeward Community College, Maui College and Kaua'i Community College had the experience to work side-by-side with their role models, for an once-in-a-lifetime opportunity
- The diverse marketing plan focused on partnerships with travel wholesalers, online messaging via-email and newsletters, promotional pre-event opportunities, editorial in national and internet publications, and appearances by celebrity chefs in radio segments and national and local television
- Public relations and marketing campaigns that focused on broadcast, print and web resulted in over 850,000 impressions through O'ahu Visitors Bureau's e-Newsletters and generated over a 3 million Nielsen audience through various Honolulu broadcast media, a publicity value of \$130,000

# A Brief History

Two of Hawai'i's James Beard Award winning chefs, Roy Yamaguchi and Alan Wong had a vision to emulate a culinary movement that would promote local sourcing and encourage farmers to grow and raise specialty items. The goal was to create a festival that would showcase the sophistication of Hawai'i's cuisine through food and agriculture.

In 2011, Hawai'i Food & Wine Festival hosted its inaugural, three day event in Honolulu, O'ahu. The Festival showcased dishes inspired by the diverse culinary and cultural traditions of the Hawaiian Islands, prepared with its enviable bounty of locally sourced products.

In 2012, the Festival was extended an additional day to West O'ahu, on the beautiful property of Ko Olina Resort. Attracting over 4,000 guests throughout the four day festivities of cultural seminars and grazing events, the Festival generated \$200,000 for five beneficiaries: Hawai'i Agricultural Foundation, Culinary Institute of the Pacific, Leeward Community College Culinary Program, Paepae o He'eia and Papahana Kuaola.

In 2013, the Festival will again bring together the world's greatest chefs, winemakers, spirit producers and cultural practitioners to educate palates while entertaining patrons in style. The Festival will expand to include an event on one of O'ahu's neighbor island.





# About our Co-Chairs



## **Chef Roy Yamaguchi**

Roy Yamaguchi is the creator of “Hawaiian Fusion® Cuisine,” a combination of exotic flavors and spices mixed with the freshest of local ingredients, always with an emphasis on seafood. Born in Tokyo, he graduated from the Culinary Institute of America in New York and opened his first Roy’s in Hawai’i in 1988. The restaurant was soon dubbed the “crown jewel of Honolulu’s East-West eateries” by Food & Wine and added to the Condé Nast Traveler Top 50 list. There are now 32 Roy’s in Hawai’i, the Continental United States, Japan and Guam.

The first chef from Hawai’i to receive the prestigious James Beard “Best Pacific Northwest Chef” Award, Yamaguchi has hosted six seasons of the PBS-TV show *Hawaii Cooks with Roy Yamaguchi* and was a featured chef on the Food Network program *My Country, My Kitchen*. He has also published three cookbooks: *Roy’s Fish and Seafood*, *Roy’s Feasts from Hawaii* and *Hawaii Cooks: Flavors from Roy’s Pacific Rim Kitchen*.

## **Chef Alan Wong**

Alan Wong has made a name for himself internationally with his marriage of ethnic-cooking styles with the finest island-grown ingredients, creating local dishes with a contemporary twist. A James Beard Award winner for Best Chef: Northwest, he was one of 10 chefs in the United States nominated by the Wedgewood Awards for the title of World Master of Culinary Arts. *Bon Appétit* has recognized him as the “Master of Hawai’i Regional Cuisine,” and Alan Wong’s Restaurant has been ranked by *Gourmet* twice. It is also the only restaurant in Honolulu that appears on the Top 10 of America’s Best 50 Restaurants. Wong is the author of *New Wave Luau* and is a 10-time winner of the Hale ‘Aina “Restaurant of the Year” and Ilima “Best Restaurant” Awards in Hawai’i. The chef/owner of Alan Wong’s Restaurant and The Pineapple Room in Honolulu, he just released a new book in December 2010 entitled *The Blue Tomato: The Inspirations Behind the Cuisine of Alan Wong*.

# Highlights

- 2,500 bottles of wines and spirits were supplied by Southern Wine & Spirits and enjoyed at the Festival by over 4,000 attendees
- Over 5,500 bottles of Hawaiian Springs water were donated and hydrated the attendees
- More than 30 farmers from across the state of Hawai'i participated and donated product for chefs to create innovative dishes
- Many chefs asked for halibut, but we were given the opportunity to educate and introduce them to Hawaiian fish from local waters such as kampachi, opah and walu
- More than 50,000 portions of food were served throughout four days to over 4,000 attendees
- 1,000 cupcakes were baked at the Leeward Community College kitchen for an episode finale of "Cupcake Wars" at Ko Olina Resort, is airing on Food Network, March 2013
- More than 2,400 hours were put in by more than 200 culinary students from Kapiolani Community College, Leeward Community College, Maui College and Kaua'i Community College
- More than 150 volunteers ensured the Festival ran smoothly over the four days





# Attendance by Event

Over four days, the 2012 Festival hosted more than 4,000 guests at 15 events, held at five different venues throughout Honolulu and West O'ahu.



## Thursday, September 6, 2012

### Daytime Events:

	Attendance
Kamehameha Schools Presents: <i>Bounty of He'eia</i>	110

### Signature Event:

Hawaiian Airlines Presents: <i>Enter the MODERN Dragon, Morimoto &amp; Friends</i>	850
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## Friday, September 7, 2012

### Daytime Events:

	Attendance
Mix with the Masters: <i>Building a Sense of Plate &amp; Place</i>	135
Mix with the Masters: <i>Get Wild and Raw</i>	135
Mix with the Masters: <i>Hawai'i in a Bowl, From Poi Bowl to Pho</i>	135
Mix with the Masters: <i>Battle of the Food Geeks</i>	135

### Signature Event:

Second Annual Halekulani Master Chefs Gala Series: <i>Chefs Who Have Cooked for Presidents and Royalty</i>	270
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### After Party:

The Patron Spirits Company Presents: <i>Streets of Fire – Roy Choi's Tacos and Tequila!</i>	500
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**Saturday, September 8, 2012**

**Daytime Events:**

**Attendance**

The Five Kings of Champagne Krug... <i>The Ultimate Hand!</i>	50
A Tale of Three Terriors: <i>The Vision of Marchesi Antinori</i>	50
My Favorite Wine Producer in the World	50
Paradise Lost, Then Found: <i>The Evolution of the Classic Hawaiian Cocktail</i>	40

**Signature Event:**

From Farm to Table: <i>A Makahiki Festival</i>	1,100
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**Sunday, September 9, 2012**

**Daytime Events:**

**Attendance**

Girls Got Game! <i>Sunday Brunch</i>	200
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**Signature Event:**

Cuisines of the Stars: <i>A Magical Journey of Food &amp; Culture</i>	800
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# Festival Events:

## Bounty of He'eia at Paepae o He'eia

With the Festival starting off outdoors, attendees had a hands-on experience to learn about Hawai'i's history and culture at Paepae o He'eia.

Paepae o He'eia is a private non-profit organization dedicated to take care of He'eia Fishpond and to serve as a guard to Hawai'i's resources and treasures. Established by a group of young Hawaiians, Paepae o He'eia works in partnership with landowner, Kamehameha Schools to manage and maintain the fishpond for the community.



Cultural practitioners, including Hi'ilei Kawelo of Paepae o He'eia, Rick Barboza of Papahana Kuaola and chef Kealoha Domingo, guided the group as they cleaned their own moi raised in the pond, visited the lo'i and pound poi the authentic way.





## Enter the MODERN Dragon at The Modern Honolulu



In Chinese astrology, 2012 was the year of the Dragon – the most powerful and auspicious of the twelve animal signs, bringing high energy and prosperity. Led by Iron Chef Masaharu Morimoto, esteemed international chefs from Asia and the Pacific created an event exhibiting East meets West.

With a decorative dragon in the pool, dim lights with red high lights, lanterns and chefs located on both the lower and upper pool decks, the music, ambiance and food was the perfect setting to kick-off the Festival, offering an international, modern, hip and sexy experience.





## Friday Daytime Events:

### *Building a Sense of Plate & Place, Get Wild and Raw, Hawai'i in a Bowl & Battle of the Food Geeks*

The MODERN Honolulu hosted a full day of educational events and activities. The events included a live cooking demonstration by chef Ming Tsai and Masaharu Morimoto, a panel discussion on Hawai'i's agricultural and culinary future - the challenges and opportunities facing landowners, growers and chefs featuring chefs Ed Kenney, Josh Feathers and Keone Kealoha, a luncheon which traced the culinary history of Hawai'i in five delicious bowls showcasing the talents of chefs Charles Phan, Colin Hazama, Colin Nishida, Hiroyuki Sakai and Keoni Chang, and a lively discussion where 500 Startups pitched their innovative ideas. The sessions were informative and engaging as participants learned about the importance of food, culture, farming, collaboration and sustainability. 500 Startups also supported and promoted the Festival which brought buzz and discussion about food in Hawai'i to a national level.



# Master Chef Gala at Halekulani

Master chefs and top sommeliers treated food lovers to an evening of elegant fine dining with a lavish seven-course dinner and extraordinary wine pairings. The seven master chefs who have cooked for some of the world's most venerable and esteemed leaders included Vikram Garg, Hubert Keller, Nobu Matsuhisa, Francois Payard, Michel Richard, Tetsuya Wakuda and Alan Wong.





## Streets of Fire – After Party at the M



Guests put their dancing shoes on and partied while grazing on some of the most delicious “street food.” A showdown between Roy and Roy, that is Roy Choi of the famous Kogi BBQ truck and Roy Yamaguchi of Roy’s Restaurants, featured Korean and Asian inspired tacos, along with other creations by chefs, Colin Hazama, Bob McGee, and Colin Nishida. Sponsored by the Patron Spirits Company, the after party also featured seven mixologists who shook up some of the most amazing cocktails. The guests enjoyed a variety of dishes that were the perfect late-night snack.

With a retro photo booth and overflowing Patron specialty cocktails, the event went until the wee hours of the night with chef Hubert Keller showing off his other talent, spinning records for chefs and guests who danced and partied all night long.

## Saturday's Daytime Events:

### *The Five Kings of Champagne Krug, A Tale of Three Terroirs, My Favorite Wine Producer in the World & Paradise Lost, Then Found*

What better way then to spend the day sniffing and tasting over 100 wines, sipping on bubbles, learning about wineries and the wine makers and indulging in cocktails? Saturday featured a full day of educational seminars on champagne, wines and mixed drinks.

"The Five Kings of Champagne Krug....The Ultimate Hand!" offered guests a once-in-a-lifetime learning experience from Krug, the only Champagne House to offer five Prestige Cuvees that are all different but of equal quality and distinction. The tasting included Krug Grande Cuvee, Krug Rose, four years of Krug Vintage, and the rare Krug Clos du Mesnil and Clos D'Ambonnay.

"A Tale of Three Terroirs: The Vision of Marchesi Antinori" featured the wine of the Antinori family of Tuscany who have been producing wine since the 14th century. The event featured a side-by-side vertical tasting of Antinori's Tignanello, Solaia and Guado al Tasso.

"My Favorite Wine Producer in the World" featured a tasting some of the most beloved and favorites of Master Sommeliers, Joseph Spellman, Richard Betts and Roberto Viernes.

"Paradise Lost, Then Found: The Evolution of the Classic Hawaiian Cocktail" featured master mixologists Julie Reiner and Francesco Lafranconi who featured a history of some of Hawai'i's favorite tropical cocktails.





## A Makahiki Festival at Hilton Hawaiian Village



Paying tribute to the Hawaiian “Makahiki” festival or harvest season, “From Farm to Table” featured 22 celebrity chefs who promote the importance of sustainability in their cooking styles and techniques. Using the freshest locally grown ingredients in their dishes, the chefs had an opportunity to meet the farmers and learn about Hawai‘i’s diversity of crops while providing guests an opportunity to taste their Hawai‘i inspired creations.

With guests grazing with their Govino cup in hand, many were star-struck with real-life celebrity chefs, Robert Irvine and Todd English, as well as Travel Channel star, Adam Richman. With a myriad of local entertainment on the Hilton’s Great Lawn, it was the perfect venue for a beautiful sunset and an awesome fireworks finale under the stars.





## Girls Got Game! at Hyatt Regency Waikiki



Contrary to popular belief, women can be chefs not only in the home, but at their own restaurants and establishments. Not only that, but women can be farmers, too! This sold-out brunch drew a lot of buzz and attention to celebrate the women who are often overlooked in the culinary world.

With a fabulous build-your-own bloody mary cocktail station hosted by Southern Wine & Spirits, guests were able to sip on morning cocktails, indulge in locally sourced dishes created by four female chefs and learn from the farmers themselves.





## Cuisines of the Stars at Ko Olina Resort

The finale event of our four-day festival was held on the beach at the lagoons of Ko Olina Resort's JW Marriott Ihilani Resort & Spa and Aulani, A Disney Resort & Spa. With the booths spread out along the beach, the ambiance gave our guests a magical evening under the stars. They took off their shoes, walked around the sand and enjoyed an evening of dishes from around the world with a beautiful sunset as the backdrop. With a grand stage set up by Ko Olina Resort, all guests could enjoy the entertainers, especially young YouTube sensation, Aiden James!

Guests even had a sneak peek of the finale episode taping of Food Network's Cupcake Wars and their masterful display of 1,000 cupcakes!



## Diamond Level Sponsors



**FOOD & WINE**



## Platinum Level Sponsors



KAMEHAMEHA SCHOOLS®



THE MODERN HONOLULU





# Diamond Sponsors:

## Hawaiian Airlines

Hawaiian Airlines has been a crucial part of the Festival's success. Through our partnership, we are able to bring celebrity chefs and their teams from all around the world to participate in the Festival. With Hawaiian Airline's growing number of gateways, we were able to include chefs from as far away as Australia, Japan, Korea and Philippines. In addition, we were able to take advantage of cross promotional and marketing opportunities, such as our participation in the 2012 Lucky Rice Festival in New York which promoted their new direct Hawai'i to New York route.



## HFM FoodService



HFM FoodService generously contributed cash and in-kind product to the Festival. HFM FoodService is a leading Pacific region and Hawai'i statewide wholesale foodservice distributor. They provide the finest quality groceries and supplies to the visitors industry restaurants and are other large establishments. HFM's expansive inventory allowed our chefs to produce the freshest, and finest dishes possible.





## Cont'd Diamond Sponsors:

### Southern Wine & Spirits of Hawaii

There is no Festival without wine and spirits! As one of Hawai'i's leading wine and spirits distributor, Southern Wine & Spirits of Hawaii supplied our events with great wines and imaginative cocktails concocted by master mixologists. From imaginative Bloody Marys to celery bitters infused cocktails, Southern Wine & Spirits of Hawaii wowed guests at all of the events.



## Platinum Sponsor:

### Kamehameha Schools

Kamehameha Schools is committed to empowering students, adults and educators to learn the Hawaiian language and culture while molding leaders to become distinguished community contributors in natural, cultural and land stewardship. The Hawai'i Food & Wine Festival is honored to have Kamehameha Schools as a host for its Bounty of He'eia daytime event. The Festival strongly supports Kamehameha Schools' agricultural plan which recognizes the value of promoting local agriculture, reliable food sourcing, local jobs and a sustainable future for Hawai'i.





## Gold Level Sponsors



## Silver Level Sponsors



## Bronze Level Sponsors



# Gold Sponsors:

## Macy's

Inspiring you to eat and cook at home like a chef was the inspiration behind Macy's Hawai'i Food & Wine Festival's Master Chef Series. Macy's partnership with the Festival allowed for pre-promotion through in-store cooking demonstrations at Ala Moana. Macy's also hosted the Girls Got Game! event at the Hyatt Regency Waikiki for a beautiful Sunday brunch.



## Sponsorship Opportunities:



The 2012 Second Annual Hawai'i Food & Wine Festival featured 38 corporate sponsors and over 30 wine and spirits who showcased their brand and products to 4,000 of the world's most passionate consumers of food and wine. From sophisticated dishes, grazing events, seminars and tasting events, our sponsors created exclusive experience for attendees to interact with industry and culinary leaders. Sponsors received recognition through the Festival's advertising, program book, website, rack cards, airport display, posters and much more.



# Spotlight on Farmers:

This year's Festival focused on showcasing the local farmers of Hawai'i who are truly the backbone of the food industry. Without their dedication to agriculture, restaurants and chefs would not be able to feature and create innovative menus and dishes.

The Hawai'i Food & Wine Festival was fortunate to have over 30 of the state's best farmers contribute and collaborate with the chefs to produce unique and unforgettable experiences for guests.



Mahalo to the following farmers:

- Aloun Farms
- An Hua Chen
- Coca Organic Farm
- Diamond Head Seafood
- Dole
- Fat Law Farm Inc
- Fresh Island Herbs
- Hal'iimaile Pineapple
- Hamakua Mushrooms
- Hawaii Cattle Producers Cooperative Assoc.
- Hawaii Xing Long Farm
- Hawaiian Crown LLC
- Hawaiian Kampachi
- Hawaiian Vanilla Company
- Higa Meats
- Ho Farms
- Kahanu Sprouts
- Ken Milner
- Kula Country Farms
- Kula Produce
- Lani ko Honua Berry Farm
- Malama Farm
- Naked Cow Dairy
- Nalo Farms
- Okabe Farm
- Olakai Hawaii
- Petersons' Upland Farm
- Southern Wine & Spirits
- Wailea Ag
- Won Hon Hin
- Y. Fukunaga Products Ltd.

# Media

The 2012 Second Annual Hawai'i Food & Wine Festival was a successful sold out event with strong local, national and international media outreach.

## TELEVISION

The Festival reached both local networks and national broadcasts that reached a Nielsen audience of over 3 million people with a publicity value of more than \$131,000.

- EXTRA
- Food Network's Cupcake Wars
- Hawaii News Now Sunrise Morning Show
- Hawaii News Now
- Real Hawaii TV
- Starwood Waikiki, Hilton Hawaiian Village & Ko Olina Resort Channel
- KITV Morning Show
- KHON Morning Show

## PRINT

Despite limited budget for advertising, the Festival collaborated with marketing and media partners to sponsor print ads or advertorials. Some of the publications included:

- Food & Wine
- National Geographic Traveler
- Honolulu Magazine
- HI Luxury
- Macy's
- Star Advertiser
- Midweek

## RADIO

The Festival's radio promotions included chef interviews with not only local chefs, but guest chefs as well on the following stations:

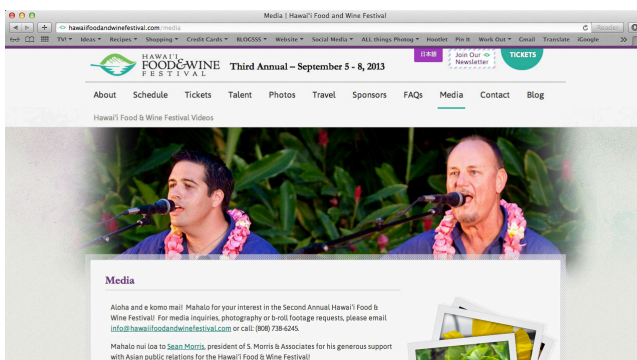
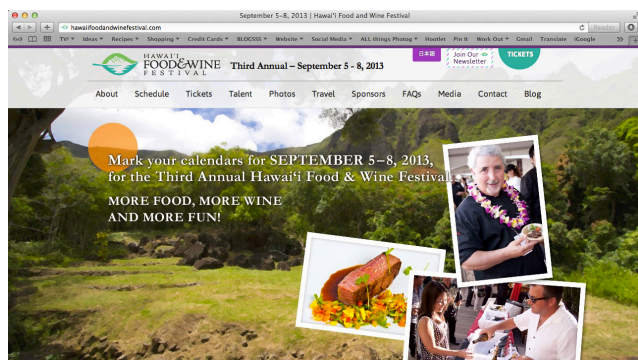
- KSSK, KHVH, KIKI
- Talk Table Radio with Jo McGarry
- Hawaii Public Radio





## WEBSITE

The hawaiifoodandwinefestival.com website managed by Upspring Media generated more than 42,000 visits between May-October, 2012 from 10 countries.



## SOCIAL NETWORKING

Social media was an instrumental tool in promoting and sharing content for our Festival.

### Facebook:

- 2,225 fans
- 62.5% female
- 35.5% male
- 77% United States residents
- User generated content (UGC) reached created 682,869 impressions
- 186,288 users (fans and non-fans) actually viewed content published on Festival's page

### Twitter:

- 1,361 followers
- 979 single posts were published on Twitter (tweets) via-@HIFoodWineFest
- 10,000+ pieces of UGC tweets with mentions of @HIFoodWineFest and/or containing #HFWF12 resulted from 979 posts
- 23,942 clickthroughs were accounted for (measured when user click on a link in a tweet) between May-September 2012

### Instagram:

- 582 photos were uploaded to the globally popular photo sharing application with the use of #HFWF12



## E-NEWSLETTER:

E-newsletters were distributed to Hawai'i Food & Wine Festival patrons and corporate partners database including:

- Oahu Visitors Bureau (878,573 impressions)
- Hawai'i Visitors & Convention Bureau
- Hawaiian Airlines
- Biting Commentary
- 500 Startups

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# O'ahu is for Foodies

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**Edible Adventures in The Heart of Hawaii**

Oahu is a world-class culinary destination with a vibrant and eclectic food scene. Fine dining restaurants, casual eateries, and roadside stands serve a tantalizing array of Hawaiian and global specialties reflecting Hawaii's diverse multi-cultural heritages. Chefs, farmers, ranchers, and food artisans are partnering to promote a sustainable Hawaii and farm to table cuisine. Farmers' markets are brimming with local produce, ranch raised beef and poultry, and artisan-crafted foods while lively food festivals fill the calendar.

**FOOD FESTIVALS**

Lively food festivals celebrate the colorful array of cultures and cuisines in Hawaii. In August, Bon Appetit! A Tribute to Julia Child is a month-long series of culinary events at [The Kahala Hotel & Resort](#) in honor of the 100th birthday anniversary of America's noted chef. Fall kicks off with the second annual [Hawaii Food & Wine Festival](#) September 6-9 featuring all-star line-up of chefs, culinary personalities, plus wine and spirits experts and producers. Enjoy cooking demonstrations, dinners, wine tastings, and special excursions that highlight the bounty of Hawaii's fields and oceans.





## biting COMMENTARY

Restaurant News and Reviews from HONOLULU

August 31, 2012

**SPONSORED**  
**Four Days of Phenomenal Eating**



You're insatiable. You track the latest food trucks, stalk special seasonal dinners and are always hot on the trail of those about-to-open new restaurants. But there are days, you tire of a hunt. If only a gourmet meal could come to you every once in awhile. How about a dozen of them?

The [2012 Annual Hawaii Food & Wine Festival](#) kicks off next Friday offering four days of epicurean events from Waikiki to the West side. Tickets are on sale now for the one-night-only experiences showcasing chefs from around the world.

Pick from the journey to 800-year-old agricultural sites and ancient Hawaiian cuisine at [The Bounty of Heleia II](#). Sample fiery East meets West cuisine of 12 Pacific and Asian chefs including Iron Chef Manuhara Morimoto at [Enter the MODERN Dragon: Morimoto & Friends](#). More than 20 star chefs, including Restaurant:

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## What's New on O'ahu

*O'ahu's Lively Festivals and Events*

Discover the magic and excitement of O'ahu at any of the island's 100+ yearly festivals that celebrate Hawai'i's multi-cultural heritages, traditions, and customs. From music and hula, to food, surfing, and kings, experience a colorful kaleidoscope of island life aloha style on O'ahu, The Heart of Hawai'i.

### Culinary Events

**10th Annual Waikiki SPAM Jam Festival - April 28**  
This delicious street festival celebrates Hawai'i's love of SPAM® with SPAM-inspired creations from Honolulu restaurants, non-stop hula and live music, and SPAM-themed items and Hawaiian crafts.  
<http://www.spamjamhawaii.com>

**Hawai'i Wine and Food at Ko Olina - May 18 & 19**  
Wine, Food & Fashion. A unique gourmet experience not to be missed. Enjoy one or all 3 amazing culinary events including the Hawai'i Wine & Food Golf Tournament at Ko Olina Golf Club, Grand Tasting, Beachside Barbeque & Fashion Fusion™ at Paradise Cove and the Grand Finale and Fashion Show at Aulani, A Disney Resort & Spa  
<http://hawaiiwineandfood.com/>

**Hawai'i Food and Wine Festival - September 6-9**  
This special three-day celebration includes a huge block party with entertainment and food, a hula festival and culminates with a grand parade along Kalikau Avenue in Waikiki.  
<http://www.hawaiifoodandwinefestival.com>



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# TASTING TABLE

Food Culture Daily NATIONAL

Mon. 23 Jul '12  
Partner Tip -- from our sponsor | NATIONAL

## Island Time

Star chefs flock to O'ahu for the Hawai'i Food & Wine Festival



Some people fly to Hawai'i for the beaches. You should head there for the food.

From September 6 through 9, the 2012 [Hawai'i Food & Wine Festival](#) will bring together more than 20 internationally acclaimed chefs for four days of cooking demos, wine tastings and blockbuster dining events.

TELL A FRIEND ABOUT TASTING TABLE

The Island of O'ahu... Playground by Day.

Culinary Paradise at Night.

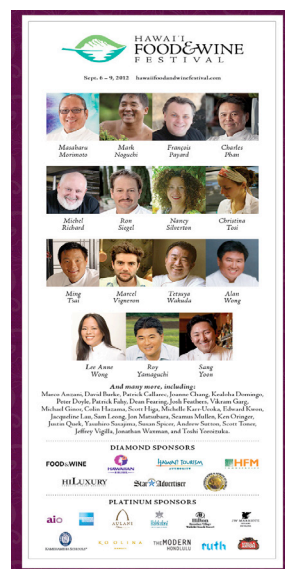




## PROMO PIECES:

With creative developed by Ruth Integrated Marketing and Upspring Media, the following promotional pieces were distributed:

- Rack cards
  - 32,000 distributed to participating chefs with restaurants in Hawai'i and West Coast
  - 8,000 distributed by participating hotels, sponsors and partners
- Flyers
  - 6,000 flyers were distributed at Hilton Hawaiian Village Waikiki Beach Resort to promote the Farm to Table event
  - 600 flyers were distributed at The MODERN Honolulu to promote the Enter the MODERN Dragon event
  - 2,200 flyers were distributed at Ko Olina Resort properties to promote the Cuisines of the Stars event
  - 500 flyers were distributed at Hyatt Regency Waikiki to promote the Girls Got Game! event
- Posters
  - 40 posters were distributed to hotels, local restaurants, sponsors and other partners
- Airport Signage
  - A display was created for the Honolulu International Airport in the Delta Terminal



# Clips





Hawaii Food and Wine Festival 2012 - Promos and Special Offers

CLASSIC VACATIONS TRAVEL AGENT LOGIN | 1-800-635-1333

Destinations | Hotels | Vacations | Experiences | Special Offers | Hawaii Events | Hawaii Food and Wine Festival 2012

## Hawaii Food and Wine Festival 2012

The Hawai'i Food & Wine Festival is the premier epicurean destination event in the Pacific. Set in the lush island paradise of O'ahu, our four-day festival features a roster of over 50 internationally-renowned master chefs, culinary personalities, and wine and spirit producers.

Call Classic Vacations or your Travel Agent to book tickets to this exciting event!  
1-800-635-1333  
Book now through August 31, 2012  
Festival runs September 6 - 9, 2012

## HAWAII FOOD & WINE FESTIVAL

### Participating Properties

Aulani, A Disney Resort & Spa	3W Marriott Shiloah Ki'Olina Resort & Spa	Hilton Hawaiian Village® Beach Resort
Halekulani	The MODERN Honolulu	Ki'Olina Beach Villas Resort
Hyatt Regency Waikiki Beach Resort & Spa		

Girls Got Game @ Hawaii Food & Wine | Entertainment, Events and Eating | Honolulu, Hawaii

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## Baker's Hours

### Girls Got Game @ Hawaii Food & Wine

Cherly from around the country will be teaming up with women from Hawai'i's farms and local food industry to create an event unlike any other at the upcoming Hawaii Food & Wine Festival.

By Ed Morita on August 20, 2012

Article Comments

10 people like this. Be the first of your friends.

There are lots of amazing events scheduled for September's Hawaii Food & Wine Festival. One unique event with considerable buzz is the newly added Girls Got Game brunch, on Sunday, Sept. 9 at the Hyatt Regency.

Women chefs from around the country will be teaming up with women from Hawai'i's farms and local food industry, including chefs Jackie Lau from Ray's Restaurant, Joanne Chang from Flour Bakery-Cafe in Boston, Christine Hall of Mendocino Wine Bar in New York City, and Susan Feinger of STREET in Los Angeles and "The Hot Tamales" team.

During interviews with them, chefs Chang, Toi, and Feinger all shared how eager they were to utilize Hawai'i's locally grown produce.

"We were inspired by the bounty of wonderful tropical fruits in Hawai'i," says Chang, who is looking forward to working with locally grown mangoes, papayas and pineapple while at the festival.

Toi knew going into the menu development process that she wanted to find a way to use coffee, pineapples, farm fresh eggs and some local greens in her dish. "We love to make homemade breads, so that's another local ingredient we're excited to use," she says.

### Nonstop Blogs

Baker's Hours by Ed Morita  
Delirium by Mari Takata  
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## Win It! A Trip to the Hawaii Food & Wine Festival

August 17, 2012 FWD Giveaways

Chief Roy Yamaguchi and fellow celebrity chefs from around the world will be serving up local island flavors at the 2nd Annual Hawaii Food & Wine Festival, September 6-9... and you're invited!

EXTRA is sending one lucky friend and a guest on a trip to the festival. The package includes 2 round-trip tickets to Honolulu on Hawaiian Airlines, 4 days and 3 nights at the Hilton Hawaiian Village Waikiki Beach Resort, and 2 tickets to Farm to Table: A Makahiki Festival.

Sign up to become an "Extra" friend and enter the secret word from the show Saturday, August 18 for your chance to win!

### TRENDING STORIES

- Charlie Sheen Gives Lindsay Lohan \$100K for Back Taxes
- Extra Scoop: Pic! Halle Berry's Ex Emerges with Black Eye
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## Alan Wong and Roy Yamaguchi to co chair Hawaii Food & Wine Festival

As Maui Dines August 17, 2012 - Carla Tracy

Read comments | Post a comment

James Beard Award winning Chef Alan Wong and Roy Yamaguchi will be heading up the Hawaii Food & Wine Festival Sept. 6 to 9 on Oahu.

Fun and tasty events will be held at the Modern, the Hilton Hawaiian Village Waikiki Beach Resort, the Halekulani, the Hyatt Waikiki and Ki'Olina Resort Aulani, A Disney Resort & Spa. Former Mauian Patrick Calabrese (who was chef owner of Chef Paul's) is now executive chef at Aulani and will head up that event.

A roster of 60 top chefs from around the world will appear and I plan to write more about it in print in the next week or so. I do know that Nobu Matsuhisa will be there and that he is preparing to open the world's first Nobu Hotel at Caspers Place later this year. Other superstar talent will include Hubert Keller, Celestino Drago, Joseph Citron, Susan Feinger and Hawaii's other James Beard Award winner, George Momotashvili.

Many will be cooking with Hawaiian Kampachi, as part of the sustainability efforts of the festival.

"The rich, buttery fish, sustainably raised in net pens off the Kona coast, will be included in Chef Alan Wong's presentation for the \$100K a plate second annual Hawaiian Master Chef Challenge at the festival, among others," states a press release.

We have the \$1,000 a plate dinner already sold out!

In advance of the Festival, Chef Roy Yamaguchi will be preparing a Hawaiian Kampachi recipe at Footland Farms in Aiea Hana on Saturday, Aug. 25 at noon. That is free and open to the public, according to the chef, who owns Roy's Kaanapali on Maui.

Raised by Blue Ocean Mariculture on the Big Island, the Hawaiian Kampachi has been made into exquisite sushi and sashimi.

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## MAKE SOMETHING DELICIOUS

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FOOD & DINING // TABLE TALK

### A Taco Showdown For Top Chefs

Posted on August 22, 2012 by Jo McGarry | Food & Dining • Table Talk | Email the author

At the upcoming Food and Wine Festival (Sept. 6-9) I'm anticipating the most-talked-about event of the four-day food and beverage extravaganza will be "Beats of Fire - Roy Chefs Tacos and Toppings."

Chef is the godfather of the food truck movement. His food only lives his location to have hundreds of people appear within minutes, hungry for his signature Korean-Mexican-inspired tacos and a dose of his straight-shooting, street-smart food philosophy.

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## Los Angeles Times TRAVEL

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### Highlights of Hawaii festivals

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(Hawaii Food & Wine Fest / April 4, 2012)

Hot on the heels of a successful inaugural celebration, the 2012 Hawaii Food & Wine Festival (Sept. 6-9) is set to be bigger and better with more events and, of course, more food and wine. Held at several participating Waikiki hotels and featuring close to 60 acclaimed master chefs from the United States, Singapore, Japan, Korea, Philippines and Australia, this destination festival gives food and wine enthusiasts interactive Pacific Rim cooking, with an emphasis on Hawaii. <http://www.hawaiifoodandwinefestival.com>

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# Festival Team

**Roy Yamaguchi** Co-Founder, Co-Chair

**Alan Wong** Co-Founder, Co-Chair

**Denise Hayashi Yamaguchi** Executive Director

**Chimaine Pouteau** Director of Marketing & Public Relations

**Jacqueline Lau** Executive Chef

**Robbyn Shim** Event Operations

**Melanie Kosaka** Daytime Event Management

**Ann Wharton** Procurement



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## SEE YOU NEXT YEAR!

September 5 - 8, 2013

[hawaiifoodandwinefestival.com](http://hawaiifoodandwinefestival.com)