



HAWAII
FOOD & WINE
FESTIVAL

2013 RECAP

SEPTEMBER 1-9, 2013



www.hawaiifoodandwinefestival.com

#HFWF13

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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 and Maui, our five-day Festival features a roster of over 75 internationally renowned master chefs and wine and spirit producers. Co-founded by two of Hawai'i's own James Beard Award-winning chefs, Alan Wong and Roy Yamaguchi, the Festival showcases the bounty of Hawai'i and its locally grown products and farmers. The Festival aims to promote Hawai'i's sustainability by helping bridge relationships between the community, chefs, restaurateurs, hoteliers and market buyers by showcasing the local farmers and food producers' products and raw goods.

The vision for the Hawai'i Food & Wine Festival is to create an internationally recognized, world-class, statewide destination event. Inspired by locally sourced products, the dishes highlight Hawai'i's farmers and the culinary visions of chefs from around the world.

The Hawai'i Food & Wine Festival is a 501(c)3 non-profit organization. This year, the Festival will donate \$228,500 to nine local beneficiaries: Hawai'i Agricultural Foundation, Culinary Institute of the Pacific, Leeward Community College Culinary Arts Program, Paepae o He'eia, Papahana Kuaola, Hawaii Culinary Education Foundation, Hawaii Seafood Council, Maui Culinary Academy and Maui County Farm Bureau.



2013 AT A GLANCE

- More than 5,000 residents and visitors attended the Third Annual Hawai'i Food & Wine Festival
- The lineup included over 75 guest chefs, three master sommeliers, 20 top-tier winemakers, 10 mixologists, and over 50 local farmers
- The Festival was comprised of 17 events, hosted at eight various venues throughout O'ahu and Maui
- Southern Wine & Spirits of Hawai'i was the exclusive provider of wine and spirits with a special once-in-a-life-time exclusive ten-year vertical tasting of Harlan Estate wines
- Anheuser-Busch exclusively provided its Belgian beers: Stella Artois, Hoegaarden, and Leffe Blonde
- The inaugural farmers food show showcased the top 25 farmers and their products during an invitation-only event at the Fish Auction. Over 200 of participating chefs, restaurateurs, hoteliers, buyers, and media were in attendance.
- \$228,500 was raised by the Festival for Hawai'i Agricultural Foundation, Culinary Institute of the Pacific, Leeward Community College Culinary Arts Program, Paepae o He'eia, Papahana Kuaola, Hawaii Culinary Education Foundation, Hawaii Seafood Council, Maui Culinary Academy and Maui County Farm Bureau
- Over 250 culinary students from Kapi'olani Community College, Leeward Community College Culinary Arts Program, Maui Culinary Academy and Kaua'i Community College had an opportunity of a lifetime to work side-by-side with world-renowned chefs
- Public relations and marketing campaigns that focused on broadcast, print and web coverage reached over 12-million television households, with all media publicity value of more than \$9.5-million



BRIEF HISTORY

The four individuals responsible for founding the Hawai'i Food & Wine Festival are Roy Yamaguchi, Alan Wong, Dean Okimoto and Denise Yamaguchi. In 2011, they launched the first annual Hawai'i Food & Wine Festival on O'ahu. The sold-out event hosted 32 world-renowned celebrity chefs preparing a once-in-a-lifetime culinary experience using the best of Hawai'i's locally grown and raised produce and products for more than 2,100 residents and visitors.

Since its inception, the Festival has grown to include more than 100 chefs, 50 farmers, ranchers and fishermen and more than 5,000 residents and visitors.

The Hawai'i Food & Wine Festival can be viewed today as an expansion of the Hawai'i Regional Cuisine movement which was started 25 years ago with 12 chefs making a commitment to using the finest locally grown produce and supporting local farmers. It was a movement, the birth of a style of cooking that reflected our island culture, and the start of diversified agriculture in Hawai'i. The Festival is a true testament to the impact the Hawai'i Regional Cuisine chefs and local farmers have had upon our cuisine and local agricultural industry.

The Festival is the “next movement” and a natural progression from Hawai'i Regional Cuisine. It has aggregated the efforts of many industries including culinary, agriculture, tourism, education, retail, food, restaurant, media, environment and culture that support our state's economy. The Festival is proud to work together with our partners and the community to help ensure that Hawai'i continues to compete as a world-class destination.



ABOUT OUR CO-CHAIRS



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 ten 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 to appear on the Top 10 of America’s Best 50 Restaurants.

Wong is the chef/owner of Alan Wong’s Restaurant and The Pineapple Room in Honolulu. Additionally, he is the author of *New Wave Luau* and *The Blue Tomato: The Inspirations Behind the Cuisine of Alan Wong*. His newest concept, Alan Wong’s Amasia, opened at the Grand Wailea Resort & Spa in Maui, featuring a menu where east meets west through small plates, family style entrée platters, a sushi bar, and a robata grill. Wong is the recipient of the John Heckathorn Dining Excellence Award and He is also a ten-time winner of the Hale Aina “Restaurant of the Year” and Ilima “Best Restaurant” Awards in Hawai‘i.

Roy Yamaguchi

Roy Yamaguchi is the creator of “Hawaiian Fusion® Cuisine,” a combination of exotic flavors and spices mixed with the freshest local ingredients, always with an emphasis on seafood. Born in Tokyo, he graduated from the Culinary Institute of America in Hyde Park, New York and opened his first Roy’s in Hawai‘i Kai, O‘ahu in December of 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 over 30 Roy’s worldwide. Yamaguchi was the first chef from Hawai‘i to receive the prestigious James Beard “Best Pacific Northwest Chef” Award. He has hosted six seasons of the PBS-TV show, *Hawai‘i Cooks with Roy Yamaguchi* and was a featured chef on the Food Network program, *My Country, My Kitchen*. He has published three cookbooks: *Roy’s Fish and Seafood*, *Roy’s Feasts from Hawaii* and *Hawaii Cooks: Flavors from Roy’s Pacific Rim Kitchen*.

HIGHLIGHTS



- More than 2,750 bottles of wine and spirits supplied by Southern Wine & Spirits were enjoyed by over 5,000 attendees
- 27 kegs and 2,112 bottles totaling 506.41 gallons of Stella Artois, Hoegaarden, and Leffe Blonde by Anheuser-Busch were enjoyed throughout the week
 - 8,388 bottles of Hawaiian Springs water were donated and consumed
 - More than 50 farmers from across the state of Hawai'i participated and provided products for the chefs' innovative dishes
 - More than 60,000 portions of food were served throughout five days
- Over 2,000 hours were dedicated by more than 220 culinary students from Kapi'olani Community College, Leeward Community College, Maui Culinary Academy and Kaua'i Community College
 - More than 50 volunteers ensured the Festival ran smoothly throughout the week

ATTENDANCE BY EVENT



Sunday, September 1, 2013

EVENT	LOCATION	ATTENDANCE
Mālama Maui	Hyatt Regency Maui Resort & Spa	300

Thursday, September 5, 2013

EVENT	LOCATION	ATTENDANCE
Kamehameha Schools Presents Fish & Poi: Lunch at the Lo'i	Paepae o He'eia & Papahana Kuaola	60
Hawaiian Airlines Presents: Under the Modern Moon Morimoto & Friends	The Modern Honolulu	950

Friday, September 6, 2013

EVENT	LOCATION	ATTENDANCE
Rice Plus with Chris Cosentino & Sang Yoon	Hawai'i Convention Center	72
Sweet Endings, Sweet Wine with Michelle Karr-Ueoka & Christina Tosi	Hawai'i Convention Center	78
Pa'ina on the Pier	United Fishing Agency	200
3 rd Annual Halekulani Master Chefs Gala Series: Around the World with Seven Chefs	Halekulani	270
AFTER PARTY	Hyatt Regency Waikiki Beach Resort & Spa	500

Saturday, September 7, 2013

EVENT	LOCATION	ATTENDANCE
My Italian Way with Celestino Drago & Jonathan Waxman	Hawai'i Convention Center	46
Fire it up with Chilis with Dean Fearing, Charles Phan & Ming Tsai	Hawai'i Convention Center	79
Pinot Noir Study: as Taught by Four of California's Most Celebrated Producers	Halekulani	19
Harlan Estate: California's "First Growth," from the Hills of Oakville	Halekulani	50
Exploring Vodka & Vodka Based Cocktails	Halekulani	34
My Favorite Wine Producers in the World	Halekulani	42
Taste our Love for the Land	Hawai'i Convention Center	1050



Sunday, September 8, 2013

EVENT	LOCATION	ATTENDANCE
Girls Got Game + 1	Hyatt Regency Waikiki Beach Resort & Spa	200
Savory Ever After	Ko Olina Resort with Aulani, a Disney Resort & Spa and JW Marriott Ihilani Resort & Spa	900

Saturday, September 7, 2013

EVENT	LOCATION	ATTENDANCE
Dream Bigger Dreams with Stephen Durfee & Richard Rosendale	Kapi'olani Community College	120



FESTIVAL EVENTS:

Mālama Maui

The Festival hosted its opening event on Maui in conjunction with Kā'anapali Fresh. It was a perfect way to begin the week of festivities. Guests enjoyed reserved seating at the open-air Sunset Terrace at Hyatt Regency Maui Resort & Spa and savored a culinary tour produced by six renowned chefs, highlighting Maui-grown products. A special “kitchen stadium” was built to allow guests to visually experience the chefs working side-by-side preparing each course.



Kamehameha Schools Presents Fish & Poi: Lunch at the Lo'i

Hawaiian cultural practitioners from Papahāna Kūaola and Paepae o Heʻeia welcomed guests to Heʻeia – an *ahupuaʻa* (ancient land division extending from the mountains to the sea) on the windward side of Oʻahu. Attendees walked the walls of an 800-year-old fishpond and got their feet and hands muddy in the *loʻi* (irrigated terrace) to experience how traditional concepts of stewardship are thriving on Kamehameha Schools' land. Cultural practitioners taught individuals how to make *paʻiʻai* (pounded food) and enjoy other culinary treats sourced from the bounty of produce grown across the ʻāina.



Hawaiian Airlines Presents Under the Modern Moon: Morimoto & Friends



The first event held on O'ahu, Hawaiian Airlines Presents Under the Modern Moon: Morimoto & Friends built on Hawai'i's unique location where East meets West. Once again led by Iron Chef Masaharu Morimoto, "Under the Modern Moon" showcased dishes prepared by 15 esteemed international chefs from Asia and the Pacific.

With decorative balloons all around, eccentric furniture on the lower and upper pool decks, the ambiance and diverse food created a great setting to kick-off the Festival on O'ahu, delivering an international, modern, hip and sexy experience.



Friday Cooking Demonstrations

RICE PLUS WITH CHRIS COSENTINO AND SANG YOON

A meal is not a meal without two scoops of rice in Hawai'i, but these two chefs – one of Italian heritage and the other of Korean-Russian background, Cosentino and Yoon, demonstrated that rice does not have to be plain and white, but can be flavorful and colorful, too!



SWEET ENDINGS, SWEET WINE WITH MICHELLE KARR-UEOKA AND CHRISTINA TOSI

These two fabulous pastry chefs are known for their sweet and inventive creations. Karr-Ueoka and Tosi sweetened up the day with a class for dessert lovers that dazzled and delighted all sweet tooths. Hawai'i grown chocolate and tropical fruits in exotic combinations were coupled with wine pairings that perfected the experience.



Third Annual Halekulani Master Chefs Gala Series: Around the World with Seven Chefs

Master chefs and top sommeliers treated food lovers to a lavish seven-course dining experience. Seven of the world's most esteemed chefs and culinary innovators, each created a masterpiece to be enjoyed with an extraordinary wine pairing.



AFTER PARTY

Guests put their dancing shoes on and partied while grazing on some of the most delicious bites by chefs Hiroshi Fukui, Andrew Le, Jon Matsubara, Bob McGee and Lee Anne Wong. Local mixologists concocted amazing cocktails for all types of taste buds, and back by popular demand, Chef Hubert Keller, without hesitation took over the DJ booth and shared his love of the music as guests danced the night away!



Saturday Cooking Demonstrations

MY ITALIAN WAY WITH CELESTINO DRAGO AND JONATHAN WAXMAN

Drago and Waxman's Italian way has earned each of them prestigious awards and accolades. One hails from Sicily and migrated to the West, while the other from California and headed East. In the world of Italian food, these two chefs focused on fresh, quality ingredients and respectful treatment of food that makes their cuisine absolutely great.



FIRE IT UP WITH CHILIS WITH DEAN FEARING, CHARLES PHAN AND MING TSAI

Three chefs with very different ethnic cuisines – Texan, Vietnamese and Chinese – Fearing, Phan and Tsai fired it up for a hot and spicy cooking class featuring fresh, dried, powdered, chopped, pureed and whole chilis! Anheuser-Busch's brewmaster George Reisch paired different beers with each dish, rounding out the flavorful extravaganza!



Wine & Cocktail Seminars

PINOT NOIR STUDY: AS TAUGHT BY FOUR OF CALIFORNIA'S MOST CELEBRATED PRODUCERS

Guests walked through the vineyards and delved into the minds of Thomas Brown, Steve Clifton, Jim Clendenen, and Paul Lato, as they sipped on some of the most awe-inspiring pinot noirs on the planet! Master sommeliers Roberto Viernes, Richard Betts, and Joseph Spellman led a panel discussion with the winemakers on their approach to this noble grape.



HARLAN ESTATE: CALIFORNIA'S "FIRST GROWTH," FROM THE HILLS OF OAKVILLE

Any wine aficionado knew this seminar was a once-in-a-lifetime opportunity! Harlan Estate Director Don Weaver and master sommeliers Roberto Viernes, Richard Betts, and Joseph Spellman took guests on a tour of an exclusive, ten-year vertical tasting of one of the world's most coveted treasures.



MY FAVORITE WINE PRODUCERS IN THE WORLD

This sold-out seminar, back by popular demand, featured Richard Betts, Roberto Viernes, and Joseph Spellman who shared tastings of their most beloved wines, a selection of their personal favorites from some of the world's top wine producers.



EXPLORING VODKA & VODKA BASED COCKTAILS

Just because they're clear, it doesn't mean all vodkas are the same!

The Modern Mixologist, Tony Abou-Ganim, and author of *Vodka Distilled* gave attendees a deeper understanding of America's most consumed spirit. Guests discovered the subtle nuances that distinguish a rye-based vodka from one distilled from corn.

They also learned the difference between potato vodka and those produced from grain or grape.



Taste our Love for the Land

Taking a leap to the beautiful rooftop garden of the Hawai'i Convention Center, the Hawai'i Food & Wine Festival, continues to pay tribute to the abundance of local ingredients available in the state of Hawai'i. The unprecedented feast showcased Hawai'i's sustainable future with 20 world-renowned celebrity chefs, many of whom are notable for promoting "farm to table" sourcing and cooking practices.



Girls Got Game + 1

Every Sunday brunch should include delectable food prepared by an amazing group of women chefs with fresh produce grown by Hawai'i farmers. Hyatt Regency Waikiki Beach Resort & Spa Executive Chef Sven Ullrich, joined these talented women who are changing the agricultural landscape in Hawai'i. This year's Bloody Mary bar consisted of freshly squeezed tomato water included in the cocktail prepared by the lovely ladies of Southern Wine & Spirits of Hawaii.



Savory Ever After

The Festival's final signature event was held on the beach, in the sand as the sun set along O'ahu's western shore. Themed "Savory Ever After," 14 celebrity chefs tempted guests with a culinary tour of ethnic foods from across the globe. Guests enjoyed a night under the stars at the picturesque lagoon fronting Aulani, a Disney Resort & Spa and JW Marriott Ihilani Resort & Spa and ended with a spectacular fireworks finale.



Dream Bigger Dreams

Not every chef or chef-wanna-be can compete in a culinary competition where absolute perfection is the order of the day, ultimate stress overrides every move, and technique, skill, taste, presentation and timing are essential to success. Richard Rosendale, 2013 Bocuse d'Or U.S.A. representative and competitor, and Stephen Durfee, Culinary Institute of America instructor and 2013 Coupe du Monde de la Pâtisserie U.S.A representative and competitor shared their experiences and provided tips on what it takes to succeed in the world of culinary competition.



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Sponsorship Opportunities

Featuring 45 corporate sponsors and over 40 wine and spirits, the 2013 Hawai'i Food & Wine Festival showcased these companies and their products to more than 5,000 of the world's most passionate consumers of food and wine. From sophisticated dishes, grazing events, and cooking demonstrations, our sponsors created exclusive experiences for attendees to interact with industry and culinary leaders. Sponsors received recognition through the Festival's advertising, program book, website, rack cards, posters and much more.

For more information and opportunities, please contact:

Executive Director Denise Hayashi Yamaguchi at 808-386-2538 or denisehayashi@me.com

Development Manager Aya Nishihara at 808-738-6245 or aya@hawaiiifoodandwinefestival.com

SPOTLIGHT ON FARMERS

This year, the Festival created a special by-invitation only event, Pa'ina on the Pier, Chef Welcome Reception to showcase the local farmers of Hawai'i who are truly the backbone of the food industry. Without their dedication to agriculture, Hawai'i's restaurants and chefs would not be able to feature and create innovative menus and dishes. Over 200 participating chefs, restaurateurs, hoteliers, buyers, and media were in attendance at the Fish Auction.

Hawai'i Food & Wine Festival was fortunate to have over 50 of the state's best farmers and food producers contribute and collaborate with the chefs to produce unique and unforgettable experiences.

Mahalo to the following farmers & food producers:

- Adaptations
- Ahuimanu Farms
- Ali'i Kula Lavender Farm
- Aloun Farms
- Big Island Abalone
- Big Island Bees
- Big Island Goat Dairy
- Brian Otani
- Buddha's Cup
- Diamond Head Seafood
- Drylands Nursery
- FAT Law Farm
- Frankie's Nursery
- Green Growers Farm
- Hali'imaile Pineapple Co.
- Hamakua Mushrooms
- Hamakua Springs Country Farms
- Hau'ula Tomatoes
- Hawaii Beef Producers
- Hawaii Island Ranchers
- Hawaiian Crown
- Hawaiian Kampachi
- Hawaiian Vanilla Co.
- Ho Farms
- Huahua Farm
- Ka Lei Eggs
- Kahala Fresh
- Kampachi Farms
- Kauai Shrimp
- Kona Cold Lobster
- Kulana Foods
- Local Fishermen
- Makaha Mangoes
- Malama Farms
- Marine Agrifuture
- Maui Farmers
- Naked Cow Dairy Hawaii
- 'Nalo Farms
- Original Hawaiian Chocolate Factory
- Otsuji Farm
- Pacific Gateway Center
- Paepae o He'eia
- Pu'uwai Ranch
- Shinsato Farms
- Surfing Goat Dairy
- Twin Bridge Farm
- United Fishing Agency
- Waialua Estate
- Waihe'e Plantation
- Wailea Agricultural Group
- Weaver Mango
- Won Hon Hin
- WOW Farms



MEDIA

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

TELEVISION:

The Festival was promoted on local, national and international television broadcast stations that reached a Nielsen audience of over 12 million people with a publicity value of more than \$620,000.

Television coverage included:

- Food Network's Cupcake Wars
- New York Live
- FOX 5 San Diego
- NHK "El Mundo" (Japan)
- KBFD (Korea)
- ETTV "Focus" (China/Taiwan)
- Fascinating Hawaii TV (China/Taiwan)
- Hawaii News Now Sunrise
- KHON WakeUp2Day
- KITV Morning Show

PRINT:

Despite limited budget for advertising, the Festival earned significant pre- and post- coverage in the following publications:

- Los Angeles Times
- Chicago Tribune
- Seattle Magazine
- Dallas Voice
- Hawai'i Magazine
- Vogue Australia
- Honolulu Star-Advertiser
- MidWeek
- The Maui News
- Honolulu Magazine

ONLINE:

The Festival also generated positive coverage online on traditional consumer news websites. Some of the outlets included:

- MSN
- Eater LA
- Forbes Travel Guide
- Food GPS
- Backyard Bite
- LA Weekly
- Expedia
- About.com Luxury Travel
- CBS Watch
- OCRegister.com
- SFGate.com
- Examiner
- Huffington Post
- Yahoo! News

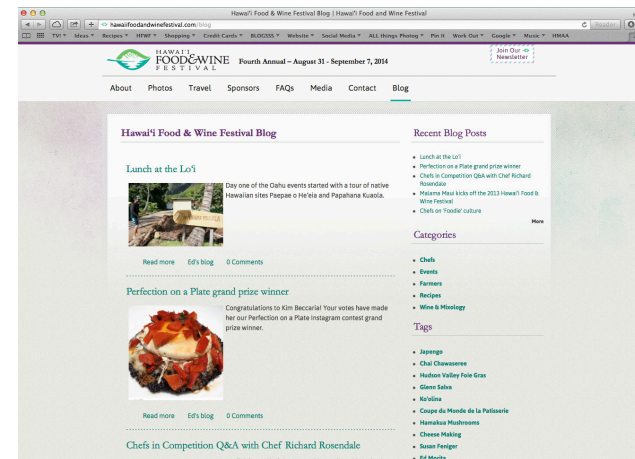
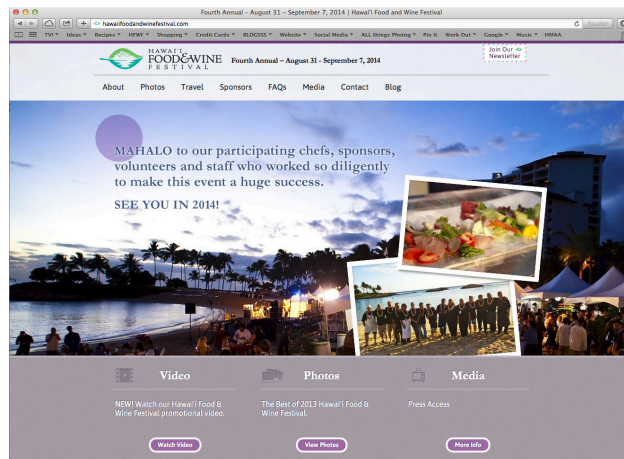
RADIO:

The Festival's radio promotions included interviews with not only local chefs but U.S. mainland chefs on the following programs and stations:

- CRN
- KSSK, KHVH, KIKI
- Table Talk with Jo McGarry
- Perry & Price
- Hawaii Public Radio

WEBSITE

Since the start of ticket sales in May, the hawaiifoodandwinefestival.com website generated over 65,000 visitors and over 46,000 unique visitors to the site, more than 240,000 pageviews; of those, 89% of visitors were from the mainland United States, 5.81% were from Japan, and the remaining 5.19% were from other international countries such as Australia, Canada, Italy, New Zealand, Korea, Taiwan, United Kingdom and Vietnam.



SOCIAL MEDIA

The Festival utilized three core social networks (Facebook, Instagram and Twitter) to build its community. The following table reflects the HFWF community by social network and geographical area. *NOTE: The U.S. total includes community members residing in Hawai'i*

	Fans/Followers	Hawai'i	U.S.	Total
Facebook	4,134	1,292	3,220	4,081
Instagram	993	Data Unavailable	894	980
Twitter	2,217	1,131	1,911	2,172




E-NEWSLETTERS

E-newsletters were distributed to Hawai'i Food & Wine Festival patrons (3,000 subscribers) and corporate partners databases including:

- Honolulu Magazine: Biting Commentary (circulation: 34,911)
- Hawaiian Airlines (circulation: 1,206,774)
- Maui Visitors & Convention Bureau (circulation: 2,250)
- O'ahu Visitors Bureau (circulation: 2,250)
- Asia Pacific Clean Energy Summit (circulation: 85,860)

Third Annual Hawai'i Food & Wine Festival Tickets on Sale Now!
September 1-9, 2013

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TICKETS ON SALE NOW!!

MALAMA MAUI

We are bringing the Hawai'i Food & Wine Festival to Maui!

More than 70 world-renowned chefs have been selected to

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A MESSAGE FROM MAUI NUI July 2013

News from Maui, Moloka'i & Lāna'i

Named "Best Island" year after year by national travel publications, Maui, and her sister islands Moloka'i and Lāna'i, continue to offer memorable experiences for first-time visitors and seasoned travelers alike.

World-class resorts, award-winning cuisine, championship golf, stunning natural beauty and the island's host Hawaiian culture have propelled Maui Nui

EVENTS

Hawai'i Food & Wine Festival Presents Malama Maui

The 3rd annual Hawai'i Food & Wine Festival, the premier epicurean gathering in the Pacific, is set to kick off on Maui's renowned Kaanapali Beach on Sept. 1. Under the stars outside of Hyatt Regency Maui, the Malama Maui gala will provide an unforgettable evening of delicious food and incredible wines. Guests will enjoy reserved seating and savor a culinary tour highlighting the enviable bounty of Maui grown products. Featured chefs are some of the world's finest and include Ben Gammon, Gregory Gohowski, Hironaka Sakai, Sheldon Simeon, Rick Tzamoto, and Marcel Vigneron. www.hawaiifoodandwinefestival.com

Don't miss out on our special offers. Add us to your Gmail Contacts List or mark us as an Important Message.

HAWAIIAN AIRLINES

HAWAIIANMILES E-NEWSLETTER | JUNE 2013

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In July, Hawaiian Airlines will launch our nonstop service to Taipei, Taiwan. Experience the wonders of Southeast Asia faster and more conveniently than ever! New flights to Taiwan's lively capital will get you to Southeast Asia with time to spare. [Read More](#)

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Dining Partner: MOGL

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MILEAGE SUMMARY

Member Number:
Mileage Balance:
Mileage balance as of:
Some mileage may not be credited within the month it was earned.
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July 25, 2013
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Dining With the Stars



Some big events don't need introduction. The Oscars. The Tonys.

[The Hawai'i Food & Wine Festival](#)

This star chef-studded event is coming September 1-9. Meaning you are less than six weeks away from indulging in once-in-a-lifetime, exclusive dining experiences in some of Hawai'i's most beautiful settings. Don't have your tickets yet? Here are four reasons you'll want to change that pronto.

Sept. 5 • Under the Modern Moon, The Modern Honolulu.
This first signature event features dishes

Stuff | September 10, 2013

ASSOCIATION news.com
AMERICA'S MOST-READ MAGAZINE FOR ASSOCIATION EXECUTIVES

Ann Shepphird: On Assignment

Clean Energy Meets Food and Wine on Oahu

On September 9, more than 1,200 attendees from approximately 30 countries converged on the Hawaii Convention Center in Honolulu for the 5th Annual Asia Pacific Clean Energy Summit. The event started with a welcome keynote with speakers that included Hawaii Governor Neil Abernethy, who called the energy sector "key to the 21st century economy." Also included were the Honorable Katherine Hammock, assistant secretary of the U.S. Army, Installations, Energy & Environment, and Thomas Hicks, deputy assistant secretary of the U.S. Navy for Energy, who spoke about government initiatives on clean energy that were not only helping to lower costs but also aiding soldiers out in the field.

A highlight for many was the appearance of race car driver Nobuhiko "Monster" Tajima, a 10-time winner of the Pikes Peak International Hill Climb. Tajima participated in the race this year in an electric car that he built himself and won that division, breaking his own record in the process.

Asia Pacific Clean Energy Summit attendees who arrived the weekend before the conference were offered discounts to the Hawai'i Food & Wine Festival, which ran September 1-9. The festival included events such as the signature "Taste Our Love For the Land" at the convention center on September 7 and a "Girls Got Game +1" brunch featuring women chefs and farmers at the Hyatt Regency Waikiki on September 8. Both events highlighted local products and sustainable practices, tying the two groups together nicely.

The Heart of O'ahu
The Heart of Hawai'i

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THERE'S ALWAYS SOMETHING EXCITING AND NEW ON OAHU SUMMER 2013
THERE'S ALWAYS SOMETHING EXCITING AND NEW ON OAHU SPRING 2013

FESTIVALS AND EVENTS ON OAHU 2013

FOR IMMEDIATE RELEASE
January 01, 2013

FESTIVALS AND EVENTS ON OAHU 2013

OAHU Contact
Stryker Weiner & Yokota Public Relations, Inc.
Sonya Swenson
Senior Vice President
(808) 523-8802
Email: sonja@strykerweiner.com

OAHU
Discover the island's rich culture and diversity at one of the many festivals and events occurring throughout the year. Oahu's festivals and events provide visitors and locals with an opportunity to embrace the island's multi-cultural heritage, deep traditions and customs that are special to Oahu. Whether it is a cultural festival highlighting Hawai'i's diverse people and their origins, an energetic concert series, or a culinary event featuring the island's top chefs, there is sure to be something for everyone. Below is a listing of notable festivals and events (all are subject to change without notice):

September 5-8, 2013
Hawai'i Food & Wine Festival

The festival includes culinary-focused events and evening receptions featuring dishes prepared by an all-star lineup of chefs from Hawaii and around the world, using locally sourced ingredients. The Hawai'i Food & Wine Festival is co-chaired by chefs Roy Yamaguchi and Alan Wong and serves to showcase the state's bounty of produce and proteins and highlight the islands' return to a sustainable eco-system of agriculture, environment and economy.

www.hawaiifoodandwinefestival.com

The following promotional pieces were created and distributed to help boost marketing efforts:

- 45,750 rack cards were distributed to participating chefs with restaurants in Hawai'i and other Hawaiian Airlines gateway markets
- **FLYERS:**
 - 950 flyers were distributed at Hyatt Regency Maui Resort & Spa to promote the Mālama Maui event
 - 1,000 flyers were distributed to The Modern Honolulu to promote the Under the Modern Moon event
 - 500 flyers were distributed to Halekulani Hotel to promote the Halekulani gala event
 - 2,400 flyers were distributed to Aulani, a Disney Resort & Spa, JW Marriott Ihilani Resort & Spa and Ko Olina Resort to promote the Savory Ever After event
 - 1,200 flyers (front & back in Japanese and English) were distributed to Hyatt Regency Waikiki Beach Resort & Spa to promote the Girls Got Game +1 event
 - 1,200 flyers were distributed to travel operators, desks and kiosks throughout Waikikī to promote the Hawai'i Food & Wine Festival
 - 1,500 Japanese flyers were distributed to Japanese wholesalers, travel operators, desks and kiosks throughout Waikikī to promote the Hawai'i Food & Wine Festival

- 80 posters were distributed to hotels, participating chef's restaurants and farmers



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Celebrating Hawaiian Food & Culture
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Chef Roy Yamaguchi stops by to share a delicious Hawaiian dish and to share details about their upcoming Food & Wine festival. For more info visit GoHawaii.com

By NEW YORK LIVE | Feb 25, 2013



Hawaii Food and Wine Festival: Fish & Poi

Posted: Aug 28, 2013 10:02 AM HST
Updated: Aug 28, 2013 10:02 AM HST



HONOLULU (HawaiiNewsNow) - Rick Barboza of the Papahāna Kūāloa organization is kicking off the first Oahu event of the 3rd Annual Hawaii Food and Wine Festival. The event will feature the Kamehameha Schools' Fish and Poi lunch at the Lo'i at Waipao in Haiku Valley on September 5th from 8 a.m. to 3:30 p.m. The unique idea behind this luncheon is to provide a meal made with traditional Hawaiian ingredients, mixed with a modern day twist.

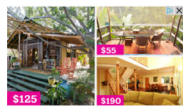
For more information click [HERE](#).

Los Angeles Times

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Hawaii: Maui to join Oahu in third food and wine festival

June 21, 2013 | By Jay Jones

Maui will join its Oahu sister with an event at the Hawaii Food & Wine Festival, set for Sept 1-9 this year. The culinary celebration is now in its third year.

More than 70 world-class chefs from Hawaii, the mainland and around the globe will show off their skills, incorporating only produce grown, raised or caught in Hawaii.



Chicago Tribune
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Big events for September

August 22, 2013 | By Margaret Backenheimer, Special to Tribune Newspapers

Summer fun spills over into September, with boat races, music festivals and a trail run heading a hot list of open-air [entertainment](#). And for food lovers, summer's end is the perfect time for a culinary caper such as the Hawaii Food & Wine Festival.

Through Nov. 10: Blackpool Illuminations, Blackpool, England, www.visitblackpool.com/illuminations. One million lamps brighten the Promenade for 3 million strollers.



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 outside our people that dining out speaks to their culture*

FOODCAVINE
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**Schedule of events for
 Foodcavine in the
 Reunion**
 will be available at
 the Reunion
 website.

By John Huhner
 jhuhner@oregonlive.com

Would you like to enjoy your dinner like the natives in Seoul? The answer is to share the food with the food truck.

Food trucks are a new phenomenon in the United States, and they are growing rapidly. In the United States, food trucks are a new phenomenon in the United States, and they are growing rapidly. In the United States, food trucks are a new phenomenon in the United States, and they are growing rapidly.

Food trucks are a new phenomenon in the United States, and they are growing rapidly.

Photo © GREG ZS

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TRAVEL TIPS

Third annual Hawaii Food & Wine Festival expands tasting events to two islands for 2013

by Catherine T. Te'oh and Derek Powers
posted: Mon Jul 22, 2013 at 01:55 PM

Celestino Drago knows how deep the connection between food and culture is.

His childhood roots in Sicily are evident in his cooking and have made him one of Los Angeles' most lauded Italian chefs.

"Everything I create is a reflection of my culture because it is what I grew up with," says Drago, who runs several eateries and an artisanal bakery in Los Angeles. "I am a big promoter of cooking with authenticity."

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