



HAWAII
FOOD & WINE
FESTIVAL

2014 RECAP

August 29 - September 7, 2014



www.HFWF.me

#HFWF14

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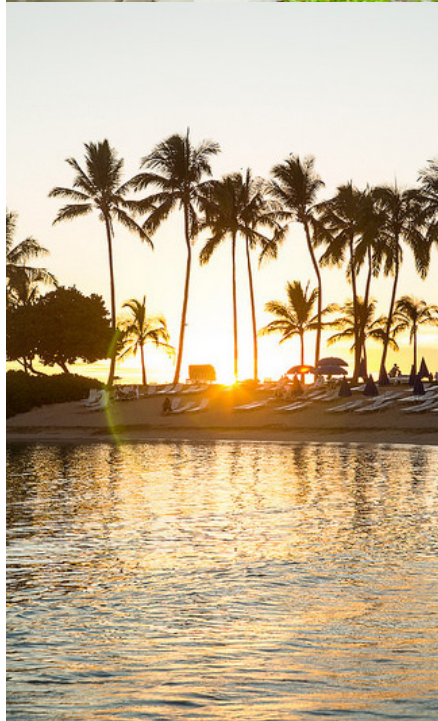


ABOUT THE FESTIVAL



The Hawai'i Food & Wine Festival (HFWF) is the premier epicurean destination event in the Pacific. Set in the lush island paradise of Hawai'i Island, Maui and O'ahu, the six-day Festival features a roster of over 125 internationally-renowned master chefs 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 and farmers. The Festival aims to promote Hawai'i's food sustainability to bridge relationships between the community, chefs, restaurateurs, hoteliers and market buyers to showcase local farmers and food producers' products and raw goods.

The mission of the HFWF is to attract national and international attention to Hawai'i's extraordinary culinary talent, as well as diverse, high quality local products that exists in our islands to ensure Hawai'i maintains its competitive edge as a world-class travel destination. Proclaimed by the 2014 State of Hawai'i Legislature as the "Next Movement" from the Hawai'i Regional Cuisine (HRC) – a movement which began twenty-five years ago by 12 chefs who made a commitment to utilize Hawai'i's local produce to supporting and sustain Hawai'i's agricultural industry, the HFWF will continue to create an internationally recognized, world-class event, showcasing Hawai'i's locally grown foods and the culinary talents of the world. HFWF has significantly raised the bar for Hawai'i as a culinary destination where visitors can come to experience some of the most unforgettable international dishes that reflect our island culture. HFWF has given the spotlight to many young, up-and-coming chefs who have created their own styles of cooking. HFWF will not only bring culinary and agriculture together, but many other industries and sectors such as tourism, education, retail, food, restaurant, media, environment and culture that support our state's economy.



2014 AT A GLANCE

- More than 9,000 residents and visitors attended the Fourth Annual Hawai'i Food & Wine Festival
- The lineup included over 82 guest chefs, four master sommeliers, 40 top-tier winemakers, 10 mixologists, and over 50 local farmers
- Public relations and marketing campaigns that focused on broadcast, print and web generated over 989-million Nielsen reach through various broadcast media, and a publicity ad value of over \$12.5-million.
- The Festival was comprised of 15 events, hosted at ten various venues throughout Hawai'i Island, Maui and O'ahu
- 3,000 bottles of wines and spirits supplied by Southern Wine & Spirits were enjoyed by over 5,500 attendees
- 39 kegs and 2,520 bottles totaling 211.85 gallons of Stella Artois, Stella Artois Cidre, Hoegaarden, Leffe Blonde and Kirin by Anheuser Busch were enjoyed throughout the week
- 9,840 bottles of Hawaiian Springs water were donated to hydrate the attendees
- More than 50 farmers from across the state of Hawai'i participated and donated products for chefs to create innovative dishes
- Over 3,000 hours were put in by more than 260 culinary students from Kapi'olani Community College, Leeward Community College Culinary Arts Program, Maui Culinary Academy and Hawaii Community College Culinary Program (Hilo and West) for an once-in-a-lifetime experience
- More than 65,000 portions of food were served over the course of seven days
- More than 150 volunteers ensured the Festival ran smoothly over the week

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 HFWF on O'ahu. The sold-out event hosted 32 world-renowned celebrity chefs who prepared a once-in-a-lifetime culinary experience by using Hawai'i's best locally grown and raised produce and products for more than 2,100 residents and visitors.

Since its inception, the Festival has grown from more than 1,700 attendees to 9,000 attendees, from 8 events to 15 events on 3 islands, 21 sponsors to 55 sponsors, 30 chefs to 82 chefs, 12 farmers to 30 farmers, and 13 winemakers and sommeliers to 27 winemakers and sommeliers.

Proclaimed as the “next movement” by the 2014 State of Hawai'i Legislature, the HFWF has aggregated the efforts of many industries including culinary, agriculture, tourism, education, retail, food, restaurant, media, environment and culture that support the state's economy. The Festival is proud to work together with its partners and the community to retain Hawai'i's status as a world-class destination.



ABOUT OUR EXECUTIVE DIRECTOR

DENISE HAYASHI YAMAGUCHI

Denise Hayashi Yamaguchi serves as the HFWF Executive Director. With more than twenty-five years of experience in governmental affairs, development, marketing fundraising and community relations, she currently oversees the day-to-day operations, fundraising and programming of the Festival.

Prior to founding the Festival with Co-Chairs Alan Wong and Roy Yamaguchi, Yamaguchi's tenure within the visitor industry and nonprofit community included executive positions with NCL America, Bishop Museum, Japanese Cultural Center of Hawaii and Hawaii Foodbank.

In 2007, Yamaguchi launched Denise Hayashi Consulting, LLC, providing governmental affairs, business development, strategic planning, marketing, public relations and community relations consulting services for nonprofit and for-profit businesses. She has a myriad of current and past clients which include Artisan Farmers' Alliance, Coast Guard Foundation, Crown Castle, Durrant Media Five, Hawaii Institute of Public Affairs, Hawaii Agricultural Foundation, Hawaii Farm Bureau Federation, Hawaii Forest Institute, Hawaii Meth Project, Hawaii High School Athletic Association, Hawaii Island Humane Society, Holland America, Olelo Hawaii, Princess Cruise Line and U.S.S. Battleship Missouri.



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*. Wong is the recipient of the John Heckathorn Dining Excellence Award and as well as 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 chef and founder of a collection of restaurants including 30 Roy’s Restaurants in the United States and Guam, the Tavern by Roy Yamaguchi and Eating House 1849. He is revered for his exceptional culinary skills and is known as the innovator of Hawaiian inspired cuisine, an eclectic blend of California-French-Japanese cooking traditions created with fresh ingredients from the Islands.

He is the first from Hawaii to have been honored with the prestigious James Beard “Best Pacific Northwest Chef” Award in 1993.

Yamaguchi is also known as a television personality, hosting six seasons of the PBS series, *Hawaii Cooks with Roy Yamaguchi*. In 2004, he launched a “Roy Yamaguchi” brand of cookware that sold on the Home Shopping Network. Partnering with Ajinomoto North America in 2011, Yamaguchi has also developed a “Roy Yamaguchi” food product line for national distribution. He has published four cookbooks: *Pacific Bounty*, *Roy’s Feasts from Hawaii*, *Hawaii Cooks: Flavors from Roy’s Pacific Rim Kitchen* and *Roy’s Fish and Seafood*. Yamaguchi also serves as trustee and/or member of numerous nonprofit boards, including the U.S. Japan Council, Go For Broke, Culinary Institute of the Pacific, Hawaii Culinary Education Foundation and Good to Grow.

ATTENDANCE BY EVENT

Over seven days, HFWF14 hosted more than 9,000 guests at 15 events, held at ten different venues throughout Hawai'i Island, O'ahu and Maui.



Friday, August 29, 2014

Signature Event:

Attendance

Aloha 'Aina, Aloha Kai - Love of the Land, Love of the Sea	Waikoloa Resort with Marriott Waikoloa Beach Resort & Hilton Waikoloa Village	208
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Sunday, August 31, 2014

Signature Event:

Kā'anapali Kitchen Stadium Under a Maui Moon	Hyatt Regency Maui Resort & Spa	340
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Wednesday, September 3, 2014

Special Tasting:

Caviar & Krug Dégustation	Halekulani	50
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Thursday, September 4, 2014**Signature Event:****Attendance**

A Lucky MODERN Buddha Belly	THE MODERN HONOLULU	1,113
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Friday, September 5, 2014**Daytime Events:**

Laulima @ He'eia with Jose Garces, Hubert Keller, Mark Noguchi & Christina Tosi	Paepae o He'eia & Papahana Kuaola	90
A Farmers' Food Show - Paina on Pier 38 (Private)	Fish Auction at Pier 38	300

Signature Event:

Fourth Annual Halekulani Master Chefs Gala Series: Chefs Who Cook to Compete	Halekulani	271
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After Hours Event:

Campari USA Presents AFTER PARTY	The Republik	526
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Saturday, September 6, 2014**Keiki Events:**

HMAA Presents Keiki in the Kitchen: Food, Fitness & Fun!	Honolulu Zoo	3,497
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Wine Seminars:

The Majesty and Mystique of Colgin Cellars	Halekulani	36
Masters of the Chardonnay Universe	Halekulani	46
My Favorite Wine Producers in the World	Halekulani	41
Caymus Vineyard	Hawai'i Convention Center	22

Signature Event:

Hawaiian Airlines Presents Corks & Forks	Hawai'i Convention Center	1,361
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Sunday, September 7, 2014**Daytime Event:**

Battle of the Brunch Showdown Hosted by Adam Richman	Hyatt Regency Waikiki Beach Resort & Spa	250
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Signature Event:

It's a Food World After All	Ko Olina Resort with Aulani, A Disney Resort & Spa and JW Marriott Ihilani Resort & Spa	1,153
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FESTIVAL EVENTS:

day one

Aloha 'Aina, Aloha Kai - Love of the Land, Love of the Sea



The Festival launched its 2014 Festival on Hawai'i Island with Aloha 'Aina, Aloha Kai – Love of the Land, Love of the Sea at the Waikoloa Beach Marriott Resort in partnership with Waikoloa Beach Resort and Hilton Waikoloa Village.

Hawai'i Island is the largest island in the Hawaiian archipelago, abundant with fertile agricultural lands that produce local beef, seafood and produce. Guests enjoyed a six-course wine paired dinner on the volcanic grounds of the Waikoloa Beach Marriott Resort featuring products grown on Hawai'i Island and Miraval, a newly released rosé from Brad Pitt and Angelina Jolie's estate in Provence.



day Two

Kā'anapali Kitchen Stadium Under a Maui Moon



Returning to Maui for the second year in a row, guests enjoyed a first row seat at the beach-front Kitchen Stadium as master chefs prepared an extraordinary six-course dining experience under the Maui moonlight. Guests savored locally grown products such as Kona Kampachi, Kona abalone, baby goat, hearts of palm, mangoes and heirloom tomatoes, and interacted with the chefs at Hyatt Regency Maui Resort & Spa's open-air Napili Gardens.



day Three

Caviar & Krug Dégustation



Champagne wishes and caviar dreams came true as two of France's greatest treasures came to Honolulu. Limited to only 50 seats, guests enjoyed an evening of indulgence as they enjoyed four spectacular caviars of French Sturgeon, coupled with three monumental Vintages of Champagne Krug.



day four

A Lucky MODERN Buddha Belly

The first event held on O'ahu, A Lucky MODERN Buddha Belly spotlighted Hawai'i's unique location as a culinary hub of the Pacific where East meets West. Held at THE MODERN HONOLULU, 14 esteemed international chefs showcased dishes inspired by the Lucky Buddha who is known for happiness, plenitude, and wisdom of contentment. HFWF partnered with the Tokachi region of Japan to raise awareness of azuki beans and the incredible produce cultivated in their region.



day five

*Laulima at He'eia with Jose Garces, Hubert Keller,
Mark "Gooch" Noguchi & Christina Tosi*



The best way to learn about our 'aina (land) is to learn from Hawaiian cultural practitioners what it takes to care for the He'eia ahupua'a (ancient land division extending from mountain to sea), an 800-year-old fishpond and lo'i on the windward side of O'ahu.

In the spirit of laulima - working together as a group, attendees were given the options to clear limu and rocks out of an 800-year-old fishpond or immerse themselves in the muddy in the lo'i (irrigated terrace) to experience traditional practices of land stewardship.

A traditional Hawaiian potluck-style lunch was served to those who attended after a hard day of work.

A Farmers' Food Show - Pa'ina on Pier 38

In partnership with Kamehameha Schools, the invitation-only, A Farmers' Food Show provided Hawai'i farmers, ranchers, fishermen and food producers with a unique experience to market their produce and products directly to potential customers – chefs, restaurateurs, hoteliers, market buyers and consumers. No other event or platform of this scale is available in Hawai'i for farmers within the State to interact with multiple audiences to potentially increase demand in local, national and international markets.

A Farmers' Food Show reaches a diversity of food producers who feature locally raised beef, chocolate, and some less familiar products, such as Hawai'i-made shochu, corn, tea, sweet potato and hydroponic lettuce. Showcasing new and distinctive produce and products to Hawai'i allows the farmers, ranchers and fishermen a unique opportunity to showcase their products.



Fourth Annual Halekulani Master Chefs Gala Series: Chefs Who Cook to Compete

The “Fourth Annual Halekulani Master Chefs Gala Series: Chefs Who Cook to Compete” line-up included some of the most competitive chefs in the world - competing in cooking competitions such as Food Network’s Iron Chef America to the world-renowned Bocuse d’Or.

These master chefs are familiar with competition, “wow-ing” the guests with a lavish six-course dining experience. The gala was an evening of elegant fine dining and extraordinary wine pairings.



Campari USA Presents AFTER PARTY



Campari USA Presents AFTER PARTY featured Hawai'i's hottest bands, Irie Love and NESIAN NINE. A mix of Hawai'i R&B, Reggae and new era music was played at the AFTER PARTY. Our own Chef/DJ, Hubert Keller took center stage and mixed it up with the best Techno, Dance, Trance, Progressive and Electro music. Late night munchies were satisfied with fun and imaginative bar food while six of New York city's master mixologists showcased unbelievable exotic, Hawaiian inspired cocktails.



day six

HMAA Presents Keiki in the Kitchen Food, Fitness & Fun!

HMAA Presents Keiki in the Kitchen: Food, Fitness & Fun! was held for the first time at the Honolulu Zoo. With the growing popularity of cooking shows and culinary personalities, many children and students have become interested in the culinary field. Keiki in the Kitchen was created for the community to encourage connections and interactions with celebrity chefs through cooking demonstrations, recipe contests, fitness activities, autograph signing sessions, and craft and educational booths.



Wine Seminars

From cult wines to great Chardonnays, Hawai'i Food & Wine Festival Wine Seminars featured Master Sommeliers' favorite wines to celebration of Caymus Vineyard's 40-year anniversary.

The 2014 Wine Seminars organized by Southern Wine & Spirits of Hawaii was another showstopper for wine enthusiasts.

Attendees had a rare opportunity to experience some of the greatest wines in the world. Indulging in some of the most coveted wines, it was an unforgettable day of spectacular tastings.



Hawaiian Airlines Presents Corks & Forks

This extraordinary event featured 20 world-renown celebrity chefs and 20 of Napa Valley's greatest wine estate, presenting their flagship wine. Guests sipped and savored some of the most sought after wines on the Planet from producers like: Grace Family Vineyards, Colgin Cellars, Opus One Winery, Morlet Family Vineyards, Blankiet Estate, Joseph Phelps Vineyards Insignia, Rivers-Marie, Caymus Vineyards, Silver Oak Wine Cellars, and more!

Guests enjoyed finely crafted dishes by some of the world's top talent, featuring fresh local ingredients.



day seven

Battle of the Brunch Showdown Hosted by Adam Richman

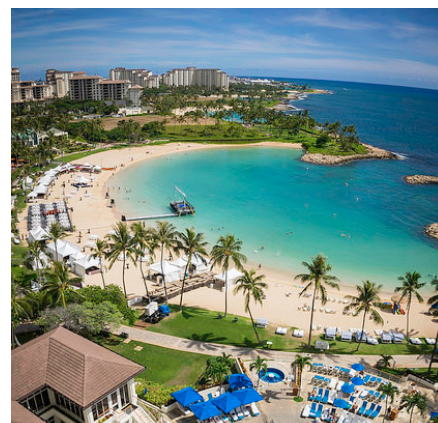
As celebrity chefs worked in duos to compete in the Battle of the Brunch Showdown to create the most creative, delicious brunch, attendees were asked to crown the winning team. The three teams each prepared two dishes using the finest locally grown, caught and raised products in Hawai'i. While the competition continued, the lovely ladies of South Wine & Spirits of Hawaii served morning cocktails by creating a DIY Bloody Mary station.

Though the competition was fierce, only two could be named the champions. The local team of Chefs Lee Anne Wong and Sven Ullrich were named the Showdown Champions. Will they be able to defend their title in 2015?



It's a Food World After All

There is no better way to end a festival but on the beach in Hawai'i as the sun sets along O'ahu's western shore as 16 celebrity chefs proved that the easiest way to win most hearts and minds was through the stomach. The chefs took attendees on an international culinary journey. Guests enjoyed a night under the stars at the picturesque lagoon fronting Aulani, a Disney Resort & Spa and JW Marriott Ihilani Resort & Spa at Ko Olina Resort. The global culinary journey ended with an unforgettable fireworks show.



Mahalo To our Sponsors!

With the support of our valued sponsors, Hawai'i Food & Wine Festivas has been able to create an internationally recognized world-class event, to showcase Hawai'i's locally grown foods and the culinary talents of the world's most renowned chefs.

DIAMOND SPONSORS



FOOD & WINE



Mahalo To our Sponsors!

PLATINUM SPONSORS



GOLD SPONSORS



Mahalo To our Sponsors!

SILVER SPONSORS



BRONZE SPONSORS



Sponsorship Opportunities

Featuring 56 corporate sponsors and over 40 wine and spirits, the 2014 Hawai'i Food & Wine Festival showcased these companies and their products to more than 9,000 of the world's most passionate consumers of food and wine. From sophisticated dishes, grazing events, family-friendly event, and wine tastings, our sponsors created exclusive experiences for attendees to interact with industry and culinary leaders. Sponsors received recognition through the Festival's advertising and promotions, social media campaigns, program guide, website, rack cards, posters, and much more.

For more information and opportunities, please contact:

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

Development Manager: Aya Nishihara at 858-201-8512 or aya@hawaiiifoodandwinefestival.com

Spotlight on Agriculture:

Every year, the Festival focuses 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 partnered with over 30 farmers and food producers to showcase their product at the second annual A Farmers' Food Show - Pa'ina on Pier 38. Over 200 participating chefs, restauranteurs, hoteliers, buyers and media were in attendance at the event.

In total, Hawai'i Food & Wine Festival had over 50 of the State's best farmers and food producers contributing and collaborating with chefs to produce unique and unforgettable experiences.



Mahalo to the following farmers, ranchers, fishermen and food producers:



- Aana Taro
- Adopt-a-Beehive with Alan Wong
- Akea Farms
- Aloun Farms
- Big Island Produce
- Bryan Otani
- Diamond Head Seafood
- Dole Pineapple
- Dylands Nursery
- Escobedo Farm
- FAT Law Farm
- Kona Cold Lobster
- Hamakua Mushrooms
- Hamakua Springs
- Hana Fresh Herbs
- Hawai'i Beef Producers
- Hawaii Xing Long Farm
- Hawaiian Crown
- Hawaiian Shochu Company
- Herbco
- Ho Farms
- Hō'aipono
- HPC
- Hudson Hothouses
- Kaiwi Farms
- Ka Lei Eggs
- King's Hawaiian
- Kuaola Ranch
- Kulana Foods
- Kumu
- Makaha Mangoes
- Malama Farms
- Māmaki Native Hawaiian Herbal Tea
- Marine Agrifuture
- Matsuda-Fukuyama Farm
- Maui Farmer's Exchange
- Mays Wonder Gardens
- Molokai Meli
- Naked Cow Dairy
- 'Nalo Farms
- OK Farms
- Okabe Farm
- Ono Organic
- OnoPops
- Original Hawaiian Chocolate Co.
- Owen Kaneshiro
- Pacific Gateway Center
- Sugarland
- Tokachi Traje Farms
- Tropilicious Ice Cream & Sorbet
- Twin Bridge Farm
- United Fishing Agency
- Wailea Agricultural Group
- Weaver Mango Kikkoman
- Wong Hon Hin

Media

The 2014 Fourth Annual Hawai'i Food & Wine Festival was a successful sold out event with strong local, national and international media outreach. The public relations and marketing campaigns focused on broadcast, print, and web generated over 989 million Nielsen reach through various broadcast media, and a publicity ad value of over \$12.5 million.

Below are some of the publications and outlets the covered Hawai'i Food & Wine Festival. For a full list and clippings, please contact Aya Nishihara at aya@hawaiiifoodandwinefestival.com

TELEVISION

National:

- CBS
- KRON4 (San Francisco)
- KTLA5 (Los Angeles)
- NBC - Today Show
- The Food Network

International:

- Beijing TV
- CHTV Fascinating Hawaii
- Hawaii Chinese TV
- Tokyo Broadcasting System

Local:

- Hawaii News Now
- KHON2
- KITV

RADIO

National:

- KIRO (Seattle)

International:

- KBFD
- Northwave FM
- Radio Korea
- iHeart Hawaii Web

Local:

- Clear Channel - i heart radio stations
- Radio MOJO
- New West Broadcasting Corp.
- Ohana Broadcasting
- Pacific Media Group Maui

PRINT

National:

- Alaska Airlines Magazine
- Buffalo News (New York)
- Eater - USA
- FOOD & WINE Magazine
- Hana Hou
- National Geographic
- People Magazine
- Wall Street Journal

International:

- Delta Sky Japan
- 'Eheu
- Hawaii Chinese Daily
- Hawaiiist
- Korea Times Hawaii
- LEA LEA
- Lighthouse Hawaii
- My Hawaii Korea
- Seattle Chinese Times
- New Zealand Herald

Local:

- Flux Magazine
- HFM Quartlerly
- HI Luxury
- Honolulu Magazine
- Star-Advertiser
- MidWeek
- Modern Luxury
- North Hawaii News
- O'ahu Concierge
- O'ahu Focus
- Oahu Inside Out
- Pacific Business News
- Spotlight on Hawai'i
- Maui News
- Virtual Strategy Magazine
- Waikoloa Naupaka News
- West Hawaii Today

ONLINE

National:

- BioSpace.com
- Bloomberg Businessweek
- Boston.com
- Departures.com
- Eater.com
- Forbes.com
- FoxNews.com
- HauteLiving.com
- HuffingtonPost.com
- LA Weekly
- Luxury Travel Advisor
- NYTimes.com
- Reuters.com
- StreetInsider.com
- TravelAgentCentral.com
- USAToday.com
- WHERELosAngeles.com

International:

- AllAbout.co.jp
- Aloha-Street.com
- HawaiiArukikata.com
- HawaiiChineseNews.net
- Hawaii-WebTV.com
- InsightKorea.kr
- KauKauHawaii.com
- KoreaDaily.com
- KoreanTimesHawaii.com
- MyHawaii.cn
- SeattleChineseTimes.com
- Sina.com
- Vogue.co.jp
- e-GlobalTravelMedia.com.au
- DigitalJournal.com
- 4-Traders.com

Local:

- BigIslandNow.com
- Examiner.com
- FluxHawaii.com
- FrolicHawaii.com
- GoHawaii.com
- HawaiiMagazine.com
- HawaiiNewsNow.com
- HILuxury.com
- HonoluluMagazine.com
- HonoluluPulse.com
- StarAdvertiser.com
- KHON2.com
- BizJournals.com

TOTAL DATA PULLED FROM CISION REPORT: JANUARY 1 - SEPTEMBER 14, 2014

8,388 Total News Items

Total Reach: **985,407,910**

\$1,175,498.93 Total Publicity Value

Total Estimated Ad Value: **\$12,507,617.96**

WEBSITE

www.HFWF.me (www.hawaiiifoodandwinefestival.com)

Data Pulled from April 30, 2014 - October 13, 2014.

SESSIONS: 56,847

A session is the period time a user is actively engaged with the website. All usage data (screen views, events, ecommerce, etc) is associated with a session

USERS: 38,935

Users that have had at least one session within the selected date range. Includes both new and returning visitors

PAGEVIEWS: 211,337

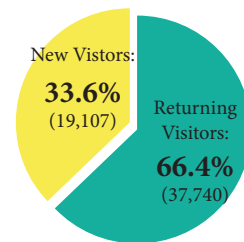
The total number of pages viewed. Repeated views of a single page are counted

AVG SESSION DURATION: 00:2:53

Average length of session

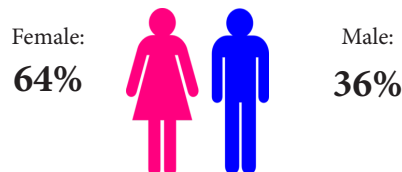
% NEW SESSIONS: 66.34%

An estimate of the percentage of first time visits



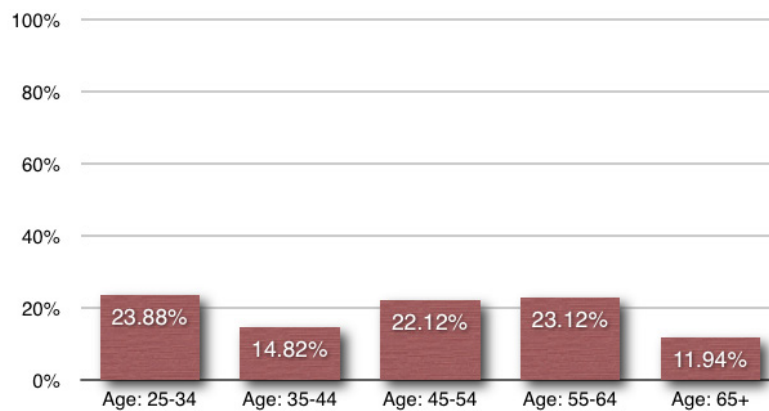
GENDER DEMOGRAPHICS:

An estimate of the percentage of female vs male users

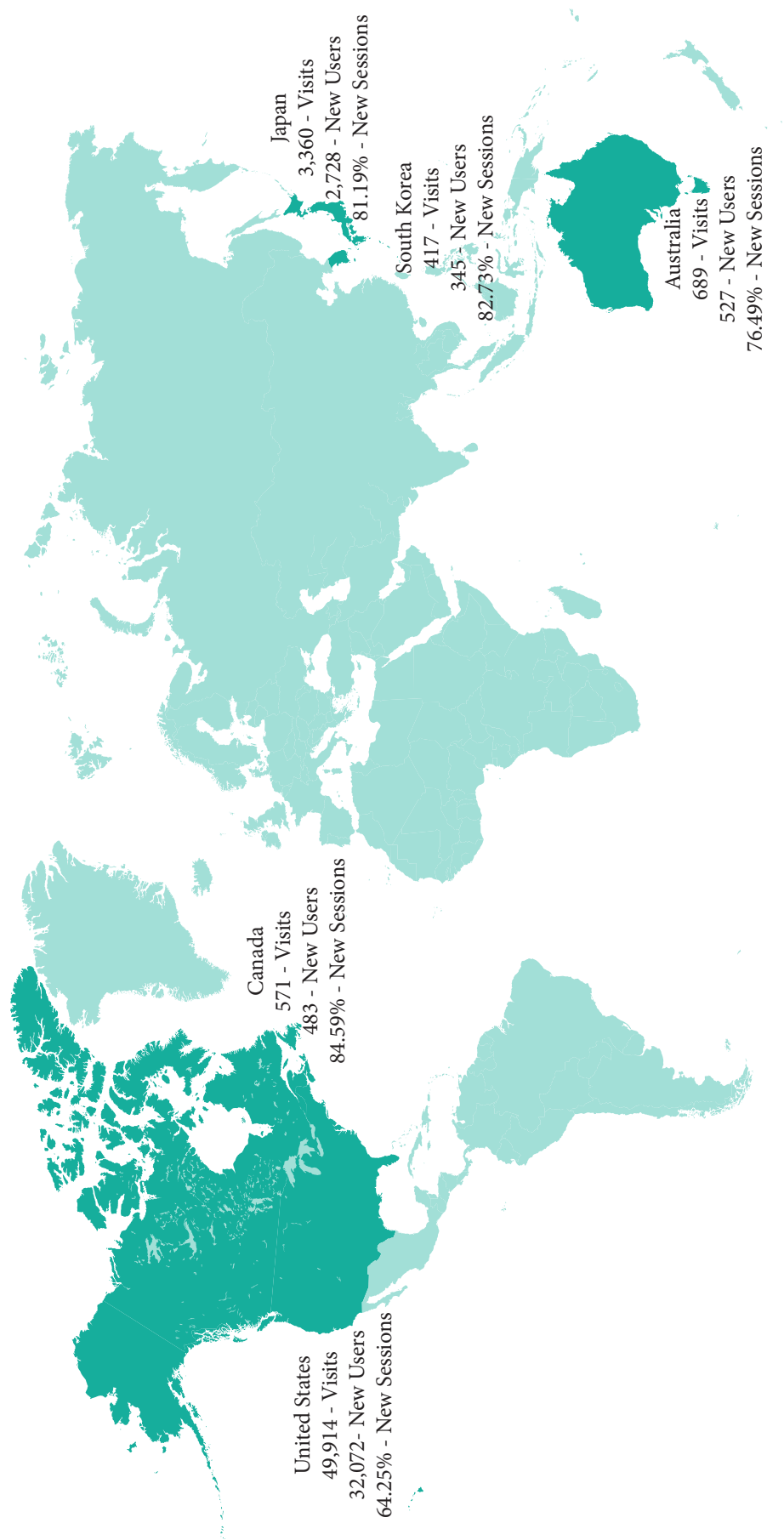


AGE DEMOGRAPHICS:

An estimate of the percentage of age range of users



WEBSITE AUDIENCE
Top 5 Ranking Countries



FACEBOOK

www.facebook.com/HawaiiFoodandWineFestival

SOURCE: ICONOSQUARE



TIME PERIOD: January 1, 2014 - September 30, 2014

TOTAL FANS: as of January 1, 2014 - **3,880**

TOTAL FANS: as of September 30, 2014 - **5,380**

INCREASE IN FANS: **1.5k** 

PAGE IMPRESSIONS: 2.2M

Impressions are the total number of times any Facebook user (fan or non-fan) could have potentially seen any content associated with HFWF Page in their News Feed or Ticker (right-hand column displayed on desktop or laptopview) or by visits to HFWF Page directly.

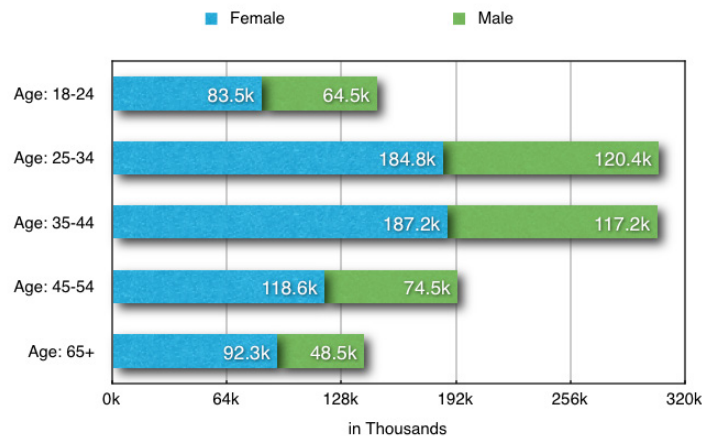
1.5k Mentions

The number of impressions generated by people who have tagged HFWF Facebook page in a post or comment.

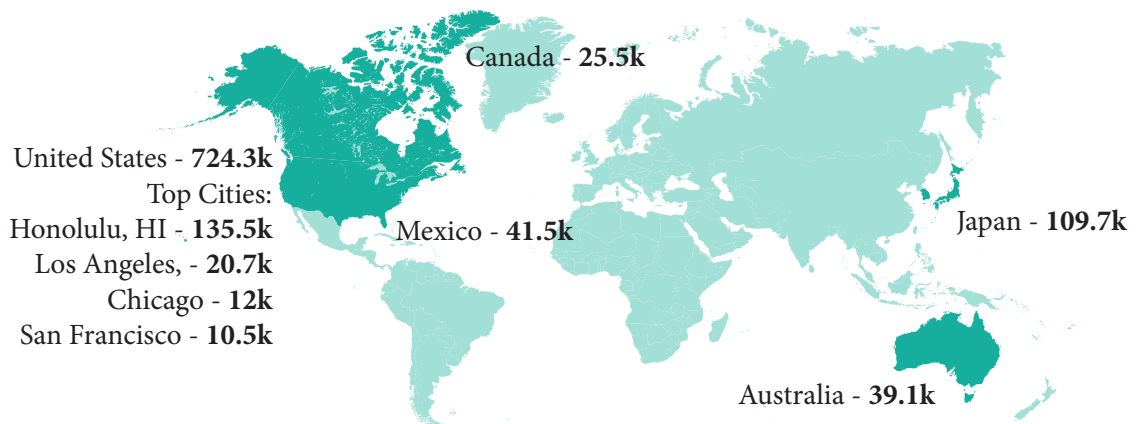
196.4k Page Posts

The number of impressions generated from likes, shares, and comments on HFWF Page posts.

AGE DEOGRAPHICS:



GEOGRAPHIC DEOGRAPHICS:



INSTAGRAM

www.instagram.com/HIFoodWineFest

@HIFoodWineFest

SOURCE: ICONOSQUARE



TIME PERIOD: January 1, 2014 - September 30, 2014

TOTAL FOLLOWERS: as of January 1, 2014 - **2,401**

TOTAL FOLLOWERS: as of September 30, 2014 - **2,602**

TOTAL PIECES OF MEDIA:

#HFWF14 was used **2,690** and **#HFWF2014** was used **203**

Total pieces of media posted during time period listed.

Since launching the account on 11/14/2012, @HIFoodWineFest has 2.6K followers with 91% residing in the US, published 404 pieces of media earning 19.5K likes.



404

Total pieces of Media Posted



19.5k

Total media Likes

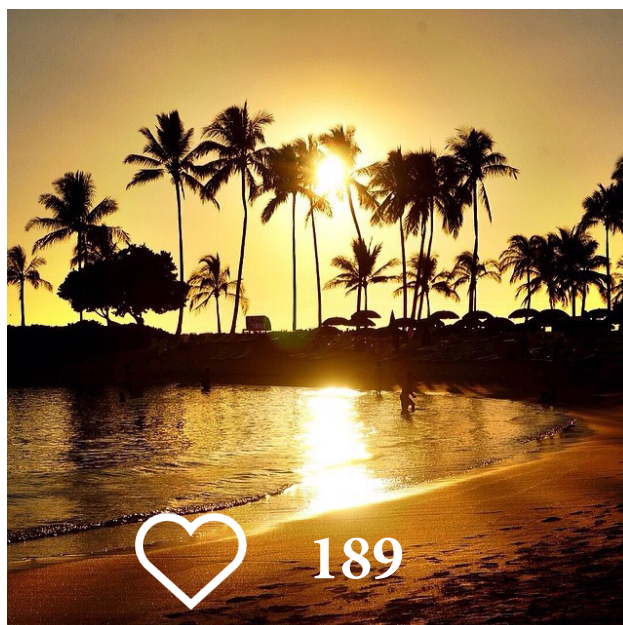


2.6k

Total Followers

MOST LIKED IMAGE OF THE YEAR:

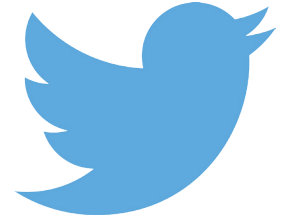
The most popular media to date was published on 9/7/2014 of the sun setting at Koʻolina with 189 likes.



TWITTER

www.twitter.com/HIFoodWineFest

SOURCE: Twitter Analytics



TIME PERIOD: January 1, 2014 - September 30, 2014

TOTAL FOLLOWERS: as of January 1, 2014 - **2,260**

TOTAL FOLLOWERS: as of September 30, 2014 - **3,077**

INCREASE IN FANS: **817** 

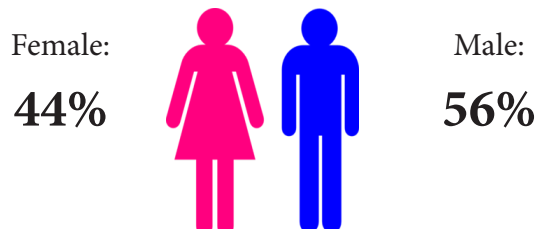
Impressions: **600k**

Engagement Rate: **6%**

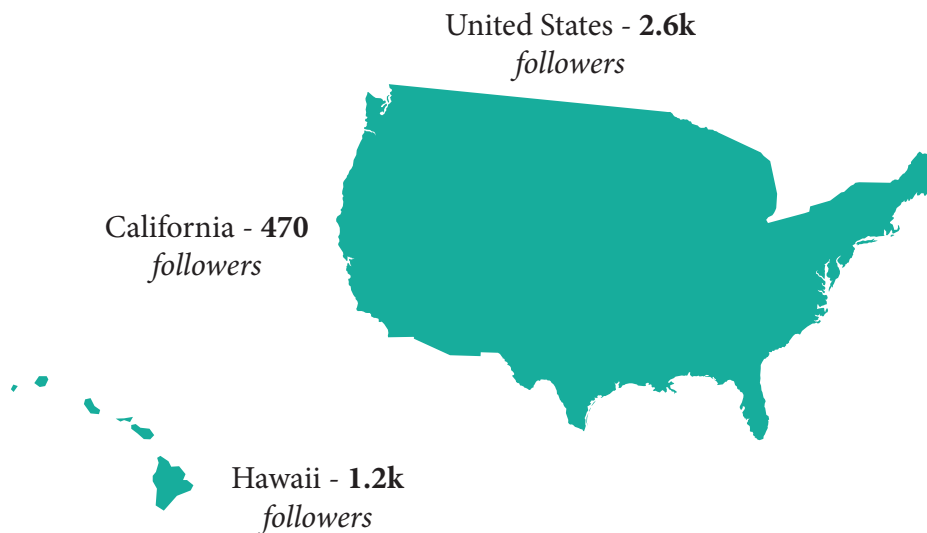
Link Clicks: **27k**

Over the course of the time period 27K Links Clicks were earned with an Engagement Rate of 6%.

GENDER DEMOGRAPHICS:



GEOGRAPHIC DEOGRAPHICS:



Japanese Social Media

FACEBOOK

www.facebook.com/HIFoodandWinefest.JP

TWITTER

www.twitter.com/HIFoodWineFstJP

SOURCE: Twitter Analytics



Newly launched this year in July of 2014,

TIME PERIOD: July 18, 2014 - September 12, 2014

FACEBOOK:

POSTINGS: 109

TOTAL FANS: as of July 18, 2014 - **0**

TOTAL FANS: as of September 12, 2014 - **366**

INCREASE IN FANS: **366**

TWITTER:

POSTINGS: 201

TOTAL FANS: as of July 18, 2014 - **0**

TOTAL FANS: as of September 12, 2014 - **254**

INCREASE IN FANS: **254**

Strategic Partnerships

BALTZ & COMPANY:

Baltz & Co. is a high energy national public relations firm that specializes in restaurants and chefs, wines and spirits, and hotels and travel. Baltz & Co. has carved a thriving public relations niche, one based upon its leader's passions, talents, and extensive experience which has played a major role in the success of Hawai'i Food & Wine Festival's growth.

Embracing Hawai'i Food & Wine Festival, Baltz & Company strategically positioned the Festival in People Magazine, USA Today and the NY Post, just to name a few. The partnership is continuing its expansion for its upcoming Fifth Anniversary.

FROLIC HAWAII

Frolic Hawaii is an entertainment and lifestyle website that covers dining, nightlife, events and style in Hawai'i. With a particularly robust audience for food coverage, Frolic partnered with Hawai'i Food & Wine Festival to create a special HFWF section on their site. Frolic's team of connected, food-savvy bloggers and photographers covered all of the 2014 HFWF events, showcasing the participating chefs, dishes and crowds through photo galleries, blog posts and an extensive social network.

PONO MEDIA, LLC.

Hawai'i Food & Wine Festival partnered with Pono Media, LLC. to manage its Facebook, Instagram and Twitter accounts throughout the entire duration of pre/post event coverage. At the conclusion of the event, Pono Media pulled social media analytics to determine the effectiveness of its social media efforts.

S. MORRIS AND ASSOCIATES INTERNATIONAL, LLC:

S. Morris and Associates International, LLC handled the overall Asia public relations efforts for the Festival. This entailed developing a tactical public relations plan to secure exposure pre and post event. It helped to plan meetings with travel agencies and translating press materials for distribution to Asian media. It also coordinated all media/PR efforts between Hawai'i Tourism China, Hawai'i Tourism Taiwan, Hawai'i Tourism Korea, O'ahu Visitors Bureau/HVCB/HTA local agencies.

Clips

Below are samplings of media coverage for the 2014 Hawai'i Food & Wine Festival.

For a full list of clippings, please contact Aya Nishihara at aya@hawaiifoodandwinefestival.com



Hawaii Food & Wine Pinterest Sweepstakes

Enter for a chance to win an Oahu trip!

Want to experience Hawaii's culinary scene yourself? Pin a Hawaii photo to one of your travel boards, and enter for a chance to win a trip for two to the Hawaii Food & Wine Festival on Oahu from September 4-7, 2014!

Prize Includes:

- 2 roundtrip tickets to Honolulu
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- 2 tickets to the Hawaii Food & Wine Festival on Oahu

How to Enter:

- Complete the entry form to the right
- Follow Expedia at [pinterest.com/Expedia](https://www.expedia.com/Expedia)
- Follow Oahu, Hawaii, at [pinterest.com/gohawaii/oahu](https://www.expedia.com/gohawaii/oahu)
- Pin your favorite Hawaii photo to one of your travel boards. See the Expedia Hawaii board for inspiration!

Enter by July 4, 2014.

This Promotion has ended. Winners will be contacted shortly. [View Official Rules](#)

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WEDNESDAY 6/25/14

today

Young chefs have a chance to shine at foodfest

A recipe contest open to cooks from ages 8 to 17 seeks easy, healthy, local dishes

Hawaii's youngest cooks can show off their chops at the 2014 Hawaii Food & Wine Festival, with a recipe contest in which finalists will cook for chef Roy Yamaguchi, chef Jason Fox of Commonwealth restaurant in San Francisco, and chefs from the Kalahele Beach Resort. The festival is seeking original recipes from youths ages 8 to 17 for the Kellogg's and Foodland Healthy Lunchtime Challenge. Recipes must feature one fresh locally grown or raised ingredient, be healthy and affordable as well as easy to make, and employ no more than 10 ingredients and 10 steps to prepare. The deadline is July 31. Three finalists will be selected from two age categories, 8- to 12-year-olds and teens 13 to 17. Contestants will prepare their dishes Sept. 6 at the Honolulu Zoo during the festival's Kellogg's in the Kitchen: Food, Fitness & Fun event. First-place winners will be able to invite nine of their closest friends to a Kellogg's Night Out party put together by either chef Roy Yamaguchi or chef Alan Wong. Champs will also win a two-night stay in oceanfront rooms at the Outrigger Hotel on the Beach in Waikiki. Kids in the Kitchen will feature a day of appearances by celebrity chefs, cooking demonstrations, a farmers market and local food from top Hawaii food trucks. Prizable tickets for \$5 are available at go.hawaii.com/2014. For contest rules and entry form, visit hawaiifoodandwinefestival.com. *Star-Advertiser staff*

Dine on the Islands' Finest at Hawaii Convention Center

STORY BY MICHELLE LEE
PHOTOS BY NATHALIE WALKER

Showing the best of what the islands have to offer, Hawaii Convention Center welcomes all to experience a world-class meal unlike any other. "In most places, people do not usually associate convention centers with excellent food," says Gary Matsumoto, executive chef for the venue. "Here, we specialize in using fresh, farm-to-table ingredients to highlight Hawaii's diverse cultures."

Home to one of the largest production kitchens in the state, Hawaii Convention Center features a state-of-the-art kitchen spread across more than 20,000 square feet of space. The space is divided into six by four advanced equipment and in-house culinary teams allow us to truly take local dishes to the next level," says Matsumoto. With multiple banquets, menus (and to ensure prongles to choose from), the convention center is no stranger to Hawaii's rich food culture. "Dishes we're proud to showcase with Pan-Asian Vegetarian are really popular, because they take the Asian local ingredients and present them in a more contemporary fashion," explains Matsumoto of the traditional Filipino dish served with young chicken breast. "It's about being what the locals eat with friends."

Proving that dishes can be both simple yet innovative, the menu's Bacon Brau Cheese Gratin is another winning spread served alongside homemade pork ribs. Creativity and modernity, a pineapple prong through with chicken such as Gatocho Soup, a deconstructed version of the popular cold soup featuring locally sourced tomatoes and cucumbers, tomato house and a tomato-infused water base.

Pork Ribs? That's another star item, which represents the newest twist on a dish. "This is our take on ribs so to create the ribs, we dehydrate and marinate pork ribs to resemble its texture and

2014 HAWAII FOOD & WINE FESTIVAL

The fourth annual event begins Friday on the Big Island, continues Sunday on Maui and runs Sept. 3 to 7 on Oahu, with more than 80 chefs from across the globe delivering gourmet cuisine using products grown and raised in Hawaii. Top wine and spirits masters lend their expertise as well. The fest comprises 16 events including dinners, seminars, an after-party, a kids cooking competition and even a workshop at a top patch. (Note: A Sept. 3 event is sold out, and the Halekulani Master Chefs Gala on Sept. 5 is nearly filled.) For a full schedule and to purchase tickets, visit hawaiifoodandwinefestival.com.

Paina on the Pier allows international chefs to see the variety of isle-produced food

By Joann Oshiro
joann@staradvertiser.com

Chef Anita Lo's knee was bothering her so much last year when she came to the Hawaii Food & Wine Festival, she was "tobogganing around with a cane." Then she attended Paina on the Pier, a private event at which Hawaii farmers put their products on display for visiting chefs.

There was exotic tropical fruit, pineapple, mango, green papaya, bitter melon, long squash, cilantro, mushroom, heart of palm, taro, herbs, fish, shellfish, beef, chocolate, cheese, eggs, kani, chives, lard, locally-made sauces and much, much more — plus all manner of drinks, and chefs cooking everywhere.

Paina be damned, "I started running all over the place. I got really excited," said Lo, owner and executive chef of the popular Anita restaurant in New York. "Gosh, that was such a good event."

Amid all the racing around, Lesley Hill's heart of palm caught her attention.

With Szechuan pepper sauce and topped with tiger lily buds and buns, oranges and raw heart of palm. "It's a good seller," Lo said. The Lo-Walton Ag connection hails the highest intention of Paina on the Pier — the opportunity for isle growers to draw clientele beyond Hawaii's shores.

"They and I wanted an event to feature the farmers, to give them a chance to network with chefs," said chef Alan Wong, who co-chairs the annual fest with chef Roy Yamaguchi. "We're always asking them to participate in the festival, and it's only fair they get a chance in the spotlight."

Wong says some chefs have no idea of the scope of Hawaii products until they see it themselves. "Years ago, in the 1980s, I did an event at the Kona Lani on Maui, and I was paired with (noted French chef) Hubert Keller. Through that event, he was introduced to heart of palm, melon, and I started buying melon and heart of palm. These events spread the word about Hawaii and our food."

THIS YEAR, among the producers making a first-time appearance at Paina on the Pier are Lesley's Roberta

Please see **PIER, 14**

MidWeek Oahu | September 3, 2014
HAWAII'S FAVORITE NEWSPAPER | Postal Customer
Vol. 21, No. 8 | Anthony Corallo photo
www.staradvertiser.com

Keiki Kitchen
IN THE

The Hawaii Food and Wine Festival isn't just for grown-ups, thanks to Keiki in the Kitchen, a children's cooking competition that encourages creativity and using healthy local ingredients. It happens Saturday at Honolulu Zoo. Pictured from left: Arianna Thompson, Kira Seal, Aubrey Luck, Hunter Gentry, Anabel Kinsey and Kristyn Miyagawa

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PICS: Corks and Forks at the Hawai'i Convention Center
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OAHU BIG ISLAND MAUI KAUAI TRAVEL TIPS FOOD CLASSIFIEDS

Hawaii Food & Wine Festival expands events to three islands for 2014, happening Aug. 28 through Sept. 7
by Kristin Cusumano and Derek Paine
posted: Fri Aug 29, 2014 at 10:48 AM

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The culinary mastery of eighty celebrity chefs, and thirty wine makers from around the world take center stage at the 4th Annual Hawaii Food and Wine Festival, August 29th to September 7th!

To celebrate this week-long extravaganza, you can win a fantastic prize pack of a two-night stay at the participating partner hotels below and two tickets to select Hawaii Food & Wine Festival or Kā'anapali Fresh Events:

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- Two (2) night stay at Waikoloa Beach Marriott Resort + two (2) tickets to Hawaii Food & Wine Festival "Aloha 'Aina, Aloha Kai - Love of the Land, Love of the Sea" event (8/29)
- Two (2) night stay at JW Marriott Ihalei Resort & Spa + two (2) tickets to Hawaii Food & Wine Festival "It's a Food World After All" event (9/7)
- Two (2) night stay at Hyatt Regency Maui Resort & Spa + two (2) tickets to Hawaii Food & Wine Festival "Kā'anapali Kitchen Stadium Under a Maui Moon" event (8/31)

Week of August 18th - August 24th:

- Two (2) night stay at Halekulani + two (2) tickets to Hawaii Food & Wine Festival "My Favorite Wine Producers in the World" event (9/6)
- Two (2) night stay at Hyatt Regency Maui Resort & Spa + two (2) tickets to Kā'anapali Fresh Signature event (8/30)

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HONOLULU MAGAZINE | BITING COMMENTARY | AUGUST 2014 | MEET NANCY OAKES AT THE 4TH ANNUAL HAWAII FOOD AND WINE FESTIVAL

Meet Nancy Oakes at the 4th Annual Hawaii Food and Wine Festival
BY MARTHA CHENG

Nancy Oakes
PHOTO COURTESY OF JFWF

"If I were making a list of pioneering chefs, Nancy Oakes would be at the top," writes *San Francisco dining critic Michael Bauer*. Her flagship restaurant, *Boulevard*, was one of the first to serve upscale American food, and 30 years later, it's still beloved by San Franciscoans and Oakes' peers, who bestowed it the James Beard Outstanding Restaurant Award in 2012. In 2010, she opened another, more casual restaurant, *Prospect*. We chatted with her on her current obsessions and her insights on the restaurant business.

What's the best thing you've made recently?
[This is an amazing time of year, and we're fascinated with things like kefir. We have a producer in Sonoma of Italian [water] buffalo milk and so we're making our own ricotta with gorgeous little tiny ravioli. Now is the season of Australian perigord truffles I love it. [So we have] little postage-stamp sized ravioli filled with the buffalo milk and truffled Italian pine nuts and really good olive oil. We do complex things, but I love simple, strong flavors. Everybody gets carried away once in a while, but when you're making your own ricotta, and you have these truffles and really good oil, it doesn't get much better than that.

Someone in Sonoma is raising buffalo for milk?
Yes! They were making cheese, I don't think they do that anymore. Now they make ice cream.

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Win tickets to Hawai'i Food & Wine Festival!

MARCH 6, 2014 BY FROLIC HAWAII

LEAVE A COMMENT

Win tickets to Hawai'i Food & Wine Festival!

We're giving away two tickets to the 2014 Hawai'i Food & Wine Festival, valued at \$400 (event TBD). To be eligible for the drawing, just subscribe to the Hawai'i Agricultural Foundation newsletter by filling out the form below. Contest ends at midnight, March 31, 2014, and the winner will be contacted by email and/or phone.

Also, the Localicious Hawai'i campaign is underway, running through March, with more than 65 local restaurants raising money for garden kits at Hawai'i public schools. Follow [Localicious Hawaii on Facebook](#) and [@localicioushi on Instagram and Twitter](#)

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 HANGOVER OBSERVATIONS HAWAII

What You Missed at This Year's Hawaii Food & Wine Fest

by Matthew Kang Sep 8 2014, 12:15p @mattatouille

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Unless otherwise noted, all photos by **Wonho Frank Lee**

It's been a few years since Eater checked out **Hawaii Food & Wine Festival** — the last time was at the **inaugural event** back in 2011. Things have definitely shaped up for the annual festival, which now spans two weekends and counts scores of influential chefs from both the Hawaiian Islands and mainland in its ranks. This year, there was plenty of **classic tropical celebration**, with a heavy dose of locally



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World Chefs: Yamaguchi shines light on evolution in Hawaiian cuisine

BY RICHARD LEONG

NEW YORK, June 3 | Tue Jun 3, 2014 5:00am EDT

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(Reuters) - Award-winning chef Roy Yamaguchi wants to showcase the modern Hawaiian cuisine he helped pioneer more than 20 years ago and to share the spotlight with the next generation of chefs.

The Tokyo native, who is based in Hawaii, is known for his blending of classic techniques with Hawaiian and Asian ingredients. Yamaguchi's original restaurant, Roy's, won acclaim, and he has since opened almost another 30 Roy's restaurants around the world.

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전 세계 곳곳에서 대표 셰프들이 모여 음식을 선보이는 페스티벌. 하와이 푸드 앤 와인 페스티벌 Hawaii Food and Wine Festival! 하와이 푸드 앤 와인 레스토랑이 8월 29일 시작으로 이번주 9월 7일까지 막을 내립니다!

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【夏威夷近期活动】夏威夷美食红酒节即将开幕--Hawaii Food & Wine Festival

Update : 2014年08月13日

Hawaii Food & Wine Festival to Feature Special Wines

Updated by Cecilia K

8月29日 (星期五)至9月7日 (星期日)，一年一度的夏威夷国际美食节-Hawaii Food & Wine Festival (夏威夷美食红酒节, HWF) 将在欧胡岛、茂宜岛和夏威夷大岛等地开幕。届时，来自世界各地的顶级厨师、甜点师和知名红酒酒庄等，将在夏威夷各地展开超高级别的美食和红酒盛宴。

节日期间，各地将举行14个美食活动和30多场以上的红酒庄产品品鉴会。其中，夏威夷高级酒店-Halekulani Hotel举办的4场红酒品鉴会，在夏威夷美食活动中心 (Hawaii Convention Center) 举行的名为“Corks and Forks”的品鉴会等，可以品尝到各国星级厨师的顶级美食。

【夏威夷节日】全球最顶尖级别的夏威夷美食节--Hawaii Food & Wine Festival (组图)

属于新闻资讯的文章

- 【名人夏威夷之旅】美国前总统奥巴马夏威夷之旅 [10/14]
- 【夏威夷购物】2015年12月夏威夷购物指南 [10/13]
- 【夏威夷购物】2015年12月夏威夷购物指南 [10/13]
- 【夏威夷购物】2015年12月夏威夷购物指南 [10/13]

热门酒店

- 【酒店】檀香山最豪华酒店 - The Ritz-Carlton Honolulu
- 【酒店】檀香山最豪华酒店 - The Ritz-Carlton Honolulu
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- 【酒店】檀香山最豪华酒店 - The Ritz-Carlton Honolulu

2014 Festival Team

Denise Hayashi Yamaguchi - Executive Director

Aya Nishihara - Development Manager

Jackie Lau - Executive Chef

Teri Matsukawa - Financial Advisor

Baltz & Co. - U.S. Mainland Public Relations

Malie Moran - Hawai'i Public Relations & Marketing Manager

Sean Morris - Asia Public Relations

Coral Starr Events & Marketing - Graphic Design & Event Coordination

Malia Crowell - Volunteer Coordinator

Neenz Faleafine - Social Media

Audrey Hirayama - Silent Auction Coordinator

Ann Wharton - Keiki in the Kitchen Coordinator

Leah Yim - Culinary Assistant

2014 Board of Directors

Roy Yamaguchi - Chair

Alan Wong - Vice Chair

Sharon Brown - Secretary

Meredith Ching - Treasurer

Vikram Garg - Director

Warren Shon - Director

Mark Teruya - Director

Save The date

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