



# HAWAII FOOD & WINE FESTIVAL®

PRESENTED BY



First Hawaiian Bank. &



## 2015 RECAP REPORT

August 29 - September 13, 2015



[www.HFWF.me](http://www.HFWF.me)

#HFWF15

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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 nine-day Festival featured a roster of over 150 internationally-renowned master chefs, 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 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 support 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. Through HFWF, many young, up-and-coming chefs are given a new platform to showcase their culinary talents. As the Festival aims to connect Hawai'i's culinary and agricultural sectors, it will continue to expand its efforts in bringing together other industries that support the State's economy such as tourism, education, restaurants, environment, and culture.



## 2015 AT A GLANCE

- More than 7,500 residents and visitors attended the Fifth Annual Hawai'i Food & Wine Festival
- The lineup included over 101 guest chefs, four master sommeliers, 40 top-tier winemakers, 17 mixologists, and over 40 local farmers
- Public relations and marketing campaigns generated over 331 million Nielsen reach through various broadcast outlets, print, and web media, publicity value of over \$10.1-million, and ad value of over \$3.2-million.
- The Festival was comprised of 21 events, hosted at 15 various venues throughout Hawai'i Island, Maui and O'ahu
- 3,500 bottles of wines and spirits supplied by Southern Wine & Spirits were enjoyed by over 7,500 attendees
- 50 kegs and 3,432 bottles totaling 948.34 gallons of Stella Artois, Stella Artois Cidre, Hoegaarden, Leffe Blonde and Kirin by Anheuser Busch were enjoyed throughout the week
- 13,716 bottles of Hawaiian Springs water were donated to hydrate the attendees
- More than 40 farmers from across the state of Hawai'i participated and donated products for chefs to create innovative dishes
- Over 4,400 hours were put in by 330 culinary students from Hawaii Community College Culinary Program (East and West), Kapiolani Community College Culinary Arts Program and HOST program, Kauai Community College Culinary Arts Program, Leeward Community College Culinary Arts Program, Maui Culinary Academy, and Sydney TAFE for an once-in-a-lifetime experience
- More than 76,000 portions of food were served over the course of nine days
- More than 100 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 20 events on 3 islands, 21 sponsors to 64 sponsors, 30 chefs to 101 chefs, 12 farmers to 40 farmers, and 13 winemakers and sommeliers to 45 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 culinary and travel destination.



# ABOUT OUR EXECUTIVE DIRECTOR



## DENISE HAYASHI YAMAGUCHI

Denise Hayashi Yamaguchi is a business development consultant providing both nonprofit and for-profit organizations with fund development, marketing, government affairs, public relations and community relations strategies and solutions. Yamaguchi also serves as the Executive Director for the Hawai'i Ag & Culinary Alliance (dba, Hawai'i Food & Wine Festival) and the Executive Director of the Hawai'i Agricultural Foundation. She has more than twenty-four years of experience and has held executive positions with NCL America, Bishop Museum, Japanese Cultural Center, Hawaii Foodbank and U.S. Senator Daniel K. Inouye's office in Washington D.C. Her current and past clients include Artisan Farmers' Alliance, Coast Guard Foundation, Crown Castle, Durrant Media Five, Hawaii Farm Bureau Federation, Hawaii Institute for Public Affairs, Hawaii Island Humane Society, Hawaii Meth Project, Hawaii High School Athletic Association, Holland America, Olelo Hawaii, Princess Cruise Line and U.S.S. Battleship Missouri Association.

Prior to founding Denise Hayashi Consulting, Yamaguchi was the Director of Community Relations for NCL America where she directed community relations strategies, particularly on the neighbor islands, for a new multi-billion dollar company entering the Hawai'i market. She developed key messages and tactics to achieve positive public sentiment for the company and industry. Her responsibilities included governmental relations with neighbor island county councils, state legislature and federal agencies. She represented the company as the spokesperson with media, at community meetings and council hearings.

Yamaguchi was also named Vice President of Corporate and Public Affairs for Bishop Museum and was the youngest person to be appointed to an executive position in the history of the Museum. She has also served in various executive roles at the Japanese Cultural Center of Hawai'i and the Hawaii Foodbank.

Yamaguchi currently serves on board of directors of the Hawai'i Tourism Authority and has held various volunteer leadership roles with a number of nonprofits in the community.



# ABOUT OUR CO-CHAIRS



## ALAN WONG

In the world of gourmet cooking, critically-acclaimed Chef Alan Wong is well-known for his unique creative flair. A renowned master of Hawai'i Regional Cuisine, Wong has made a highly-successful career out of marrying elements of different ethnic cooking styles using the finest Island-grown ingredients.

Alan Wong's Restaurant opened in April of 1995 and in 1996 it received a James Beard Foundation nomination for the nation's 'Best New Restaurant'. In September 1999, The Pineapple Room by Alan Wong opened at Macy's in the Ala Moana Shopping Center, serving breakfast, lunch, and dinner. That same year, Wong authored a cookbook *Alan Wong's New Wave Luau* and in December 2010 released his newest cookbook *The Blue Tomato - The Inspirations Behind the Cuisine of Alan Wong*.

Using fresh, local products whenever possible, pairing them with local flavors, Wong defines his style of Hawai'i Regional Cuisine as the contemporary style of cooking that borrows from all of the ethnic influences found in Hawai'i today. His restaurants express a casual yet elegant ambience and welcome their guests with Hawaiian-style hospitality and the 'Aloha Spirit'.

## ROY YAMAGUCHI

Roy Yamaguchi is the chef and founder of a collection of restaurants including 30 Roy's Restaurants in the United States, Guam, and Japan. 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 nine days, HFWF15 hosted more than 7,500 guests at 20 events, held at 15 different venues throughout Hawai'i Island, O'ahu and Maui.



## Saturday, August 29, 2015

Dinner Gala:

Attendance

Seven Chefs, One Big Island	Hilton Waikoloa Village with Waikoloa Beach Resort & Marriott Waikoloa Beach Resort	353
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## Friday, September 4, 2015

Golf Tournament:

Hawai'i Food & Wine Festival Roy's Annual Golf Classic	Kā'anapali Golf Course	190
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Seminar:

Moscow Mule Maui Style	Westin Ka'anapali Ocean Resort Villas	98
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Signature Event:

Maui on My Mind	Sheraton Maui Resort & Spa	396
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Dinner Gala:

Hawaiian Airlines Presents Legend of Shep Gordon	Hyatt Regency Maui Resort and Spa	355
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## Wednesday, September 9, 2015

Cultural Experience:

Kamehameha Schools Presents Urban Lū'au	SALT at our kaka'ako	304
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Seminar:

Caviar & Champagne	Halekulani	35
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**Thursday, September 10, 2015**

Signature Event:

Attendance

Chopstix & Cocktails	THE MODERN HONOLULU	796
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**Friday, September 11, 2015**

Industry Trade Event:

Dream Bigger Dreams: Tips of the Trade	The Kahala Hotel & Resort	71
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Dinner Gala:

Fifth Annual Halekulani Culinary Masters Gala Series: Indulge	Halekulani	266
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After Hours:

Chefs' Private After Party	Hyatt Regency Waikiki Beach Resort and Spa	320
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**Saturday, September 12, 2015**

Yoga Event:

TY KU Presents Après Yoga: After Savasana, There is Sake	Outrigger Waikiki Beach Resort	56
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Family Friendly Kids Event:

HMAA Presents Keiki in the Kitchen: Food, Fitness & Fun!	Honolulu Zoo	1,912
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Seminars:

Tête de Cuvée Champagne	Halekulani	35
Four Decades of Opus One: A Vertical Tasting with Winemaker Michael Silacci	Halekulani	35
Master Sommelier Favorites	Halekulani	39
Throwing the Ultimate Cocktail Party with Tony Abou-Ganim and Julier Reiner	THE MODERN HONOLULU	28

Signature Event:

Hawaiian Airlines Presents Corks & Forks Pacific Coast	Hawai'i Convention Center	1,210
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**Sunday, September 13, 2015**

Brunch Event:

Battle of the Brunch Showdown, Round II	Hyatt Regency Waikiki Beach Resort and Spa	262
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Signature Event:

Beauty & the Feast	Ko Olina Resort with Aulani, A Disney Resort & Spa	832
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# FESTIVAL EVENTS:

## DAY ONE

### Seven Chefs, One Big Island



The Festival launched its Fifth Anniversary Festival on Hawai'i Island with Seven Chefs, One Big Island at the Hilton Waikoloa Village in partnership with Waikoloa Beach Resort and Waikoloa Beach Marriott Resort.

Known for its stark contrasts – volcanic rock to lush rolling hills, Hawai'i Island is the perfect vacation destination to relax, explore and eat. Guests enjoyed an epicurean evening while seven chefs prepared a six-course menu with Hawai'i Island's finest locally grown bounty under the Hawaiian skies at the Hilton Waikoloa Village.





## DAY TWO

### Hawai'i Food & Wine Festival Roy's Annual Golf Classic



The 18th Annual Roy's Golf Classic teed off with celebrity chefs, winemakers, and golf pros as part of the new Hawai'i Food & Wine Festival Kā'anapali. The Roy's Golf Classic featured gourmet food, beer, and cocktails throughout the course. The best-ball scramble format with a shotgun start ensured players with a day of fun and relaxation on the world-class Kā'anapali Golf Course overlooking the Pacific Ocean.

The 19th hole featured a dinner prepared by Roy's Kā'anapali.





# DAY THREE

## Moscow Mule Maui Style



Guests learned the story behind the Moscow Mule in this hands-on cocktail demonstration by providing them an opportunity to build their own signature Mule. While Southern Wine & Spirits' director of mixology & spirits education, Chandra Lucariello, served as the cocktail's ambassador, Jason Vendrell from Monkeypod Kitchen Wailea demonstrated how to make ginger beer, as Ocean Vodka's master distiller, Bill Scott explained the art of distillation.

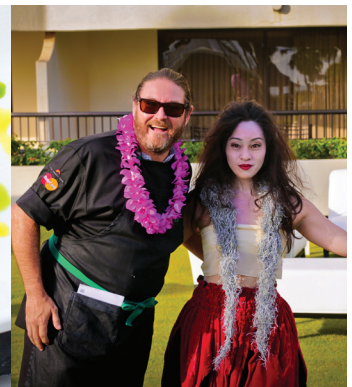




## Maui on My Mind



Sheraton Maui Resort & Spa's Black Rock lawn was the perfect romantic getaway with its ocean sunset and starry skies as the backdrop to an evening of gourmet delights created by nine renowned chefs. Maui on My Mind reflected the best of what Maui offers from its beauty, bounty of locally grown, raised, and caught products, as well as its culinary talent, all combined to create a truly unforgettable experience.





# DAY FOUR

## Hawaiian Airlines Presents Legend of Shep Gordon



From managing the careers of prominent musicians such as Alice Cooper to celebrity chef, Emeril Lagasse, Shep Gordon has more than earned a documentary movie about himself. *Supermensch: Legend of Shep Gordon* was produced in 2013 by Mike Meyers to honor a kind and gentle soul who has coached, counseled, supported and helped many of his friends in the entertainment business. Hawai'i Food & Wine Festival celebrated his life and achievements by honoring Shep with a six-course dinner created by six of his chef friends at the Hyatt Regency Maui Resort and Spa.





# DAY FIVE

## Kamehameha Schools Presents Urban Lū'au



It's tradition vs. contemporary as Urban Lū'au put a spin on the traditional lū'au. Five contemporary chefs partnered with well-established local restaurants known for traditional Hawaiian food to create their version of a classic Hawaiian dish. Both the traditional and contemporary versions were offered side-by-side for comparison and fun. All funds from Urban Lū'au benefitted Kāko'o 'Oiwi, Paepae o He'eia, and Papahana Kuaola.





## Caviar & Champagne



As an encore to last year's Caviar and Krug, we presented an even more indulgent event with four of the world's most illustrious champagnes paired with French Sturia Caviar. There was no better way to taste caviar than with the finest bubbly - Cristal, Dom Pérignon, Krug, and Salon.





# DAY SIX

## Chopstix & Cocktails



Cocktails took center stage at Chopstix & Cocktails as we featured some of the hottest mixologists to concoct libations. Thirteen of the world's most esteemed international chefs presented dishes inspired by Asian countries that use chopsticks. It was an evening of fun and artistry by chefs and mixologists from around the world at THE MODERN HONOLULU's sunset and sunrise pool decks facing Waikiki's beachfront.





# DAY SEVEN

## Dream Bigger Dreams: Tips of the Trade



Hawai'i Food & Wine Festival introduced its first “trade” event for restaurant, food and beverage, and tourism-related industry professionals.

Attendees joined renowned mixologist, celebrity chefs, and restaurateurs as they shared their secrets on how they’ve effectively created and branded their persona and successful restaurant concepts.

**What does it take to build a worldwide brand? How can “branding” make or break a restaurant or food and beverage operation like yours? How do you effectively and consistently communicate who you are and what your brand stands for?**

Each speaker started their journey differently, but achieved similar success in building their reputation through brand strategy and brand equity.





# Fifth Annual Halekulani Culinary Masters Gala Series: Indulge



An intimate evening was created to indulge in the luxuries of food and wine on an epicurean journey featuring the gourmet delicacies created by five master chefs. The finest wines were selected and paired with premium ingredients including caviar, foie gras, wagyu and even gold.





## Chefs' Private After Party



Attendees got to party with the Hawaii Food & Wine Festival participating chefs, enjoying a nightcap of bar food and midnight snacks created by five top chefs. Crafty cocktails, beer and an assortment of spirits were also offered by master mixologists from around the world.

What happens at After Party stays at the After Party.





# DAY EIGHT

## TY KU Presents Après Yoga: After Savasana, There is Sake



Après Yoga / äprā yōga / noun (French: After; Sanskrit: Yoga) refers to the social activities that occur specifically after yoga class. Yogies joined Core Power Yoga Hawaii instructor, Juri Edwards, in a morning of deep yoga practice on the beach (moved indoor due to rain) at Outrigger Waikiki Beach Resort. After both mind and body were calmed in savasana, yogies partook in zen sociability by enjoying morning snacks and TY KU cocktails that allowed them to unwind without undoing their practice.





## Wine & Cocktail Seminars



Southern Wine & Spirits of Hawaii and Hawai'i Food & Wine Festival hosted four special seminars for wine and cocktail enthusiasts.

### **Tête de Cuvée Champagne**

Tastings of top of the line champagnes from the greatest producers in all of Champagne.

### **Four Decades of Opus One: A Vertical Tasting with Winemaker Michael Silacci**

A once-in-a-lifetime tasting of ten vintages of Opus One spanning four decades.

### **Master Sommelier Favorites**

An annual crowd favorite with Master Sommeliers Richard Betts, Joseph Spellman, and Roberto Viernes, tasting their favorite treasures from around the globe.

### **Throwing the Ultimate Cocktail Party**

Two Master Mixologists, Tony Abou-Ganim and Julie Reiner showed what it takes to put on the most impressive cocktail party from the confines of your own home.





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



HMAA Presents Keiki in the Kitchen: Food, Fitness & Fun is a family outing for everyone. At this all-day event, keiki had an opportunity to meet and take photos with celebrity chefs, watch live chefs demonstrations, interact with finalists of the Kellogg's and Foodland Healthy Lunchtime Challenge, enjoy foods from Hawai'i's best food trucks, participate in fitness and friendly physical challenges, shop at our Made in Hawai'i Marketplace and enjoy live entertainment.





# Hawaiian Airlines Presents Corks & Forks Pacific Coast



If you love wine, this was an event not to be missed as we featured twenty of the most coveted red wines from the Pacific Coast on the rooftop of the Hawai'i Convention Center. Twenty celebrity chefs featured gourmet tastings created with Hawai'i's locally grown bounty from the land and sea. Craft cocktails, specialty beers and other wines were also available for an ample tastings to satisfy guests' desires. Attendees also got a chance to bid on exclusive items in our silent auction and walk through the beautifully curated art exhibit.





# DAY NINE

## Battle of the Brunch Showdown, Round II



Reigning showdown winners, Chefs Lee Anne Wong and Sven Ullrich came back to defend their title as they duked it out at Round II of Battle of the Brunch Showdown. Three teams were asked to use the highest quality local products to create the most innovative and delicious brunch dish. Guests got to vote for their favorite duo, and renamed chefs Lee Anne Wong and Sven Ullrich as the 2015 Champions.





## Beauty & the Feast



Discover the magical world of culinary at Aulani, A Disney Resort & Spa as we hosted the finale, Beauty & the Feast on the white sand lagoons of Ko Olina Resort. The show started with craft cocktails, specialty beers, and wines by renowned vintners. As everyone got comfortable, twelve celebrity chefs cooked up some of the most spectacular dishes to create a feast fit for a king. It was a romantic getaway that attendees will remember forever, happily ever after.





# 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.





# 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 25 farmers and food producers to showcase their products at the third annual Pa'ina on the Pier - A Farmers Food Show. Over 200 participating chefs, restauranteurs, hoteliers, buyers and media were in attendance at the event.

In total, Hawai'i Food & Wine Festival had over 40 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:



- Adopt-a-Beehive with Alan Wong
- Akea Farms
- Ali'i Kula Lavender Farm
- A&T Belmes
- Aloun Farm
- Big Island Goat Dairy
- Counter Culture Food + Ferment
- Craig Nihei Farms
- Bryan Otani
- Diamond Head Seafood
- Dole
- Eggs Hawaii
- Evonuk Farms
- F.E. Traje Farm, LLC
- Fresh Island Herbs
- Kona Cold Lobster
- Haliimaile Pineapple Co.
- Hamakua Mushrooms
- Hamakua Springs
- Hawai'i Agricultural Foundation
- Hawai'i Beef Producers
- Hawaii's Finest Feeds Corp
- Hawaii Xing Long Farm
- Hawaiian Crown
- Hawaiian Shochu Company
- Hearts of Palm Hawaii
- Herbco
- Ho Farms
- Kona Dragonfruit
- Kuaola Ranch
- Holoholo General Store
- Hudson Hothouse, LLC
- I'o Kea Farms
- Kaiwi Farms
- Kawamata Farms
- Kā'koo 'Oiwī
- King's Hawaiian
- Kona Cold Lobster
- Kulana Foods
- Kula Country Farms
- Kunia Country Farms
- LNR Farm Ent., LLC
- Loe Farm Inc.
- Makaha Mangoes
- Malama Farms
- Ma'ō Farms
- Manulele Distillers
- Marine Agrifuture
- Maui Farmer's Co Op Exchange
- Nakano Farm
- Naked Cow Dairy
- 'Nalo Farms
- Niihau Ranch
- Noel Escobedo Farm
- Nozawa Farm
- OK Farms
- Okabe Farm
- OnoPops
- Pacific Gateway Center
- Paepae o He'eia
- Papahana Kuaola
- Rhea's Hawaiian Honey
- Sugarland Growers Inc.
- Uluola Nursery
- United Fishing Agency
- Wailea Agricultural Group
- Waipoli Hydroponic Greens
- Wong Hon Hin
- Wong's Products
- Yee's Orchard



# Media

The 2015 Fifth Anniversary Hawai'i Food & Wine Festival was a successful sold out event with strong local, national and international media outreach. Public relations and marketing campaigns generated over 331 million Nielsen reach through various broadcast outlets, print, and web media, publicity value of over \$10.1-million, and ad value of over \$3.2-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](mailto:aya@hawaiiifoodandwinefestival.com)

## TELEVISION

### National:

- The Food Network (Rerun of Cupcake Wars)
- KRON4 (San Francisco News)
- XETV (San Diego News)

### International:

- Gala TV "Wonderful World"
- Guangzhou TV "World Champion Brings You to Hawaii"
- Taiwan TV "TTV Special News Report"
- Tokyo Broadcasting System "Wadai No Okoku"
- TV Asahi "Tabi Salad"
- Unique Broadcast TV "Special News Report & Golden News Detective"

### Local:

- Hawaii News Now (KGMB/KHNL)
- KHON2
- KITV

## RADIO

### International:

- InterFM "iHeart Hawaii"
- Northwave FM

### Local:

- iHeartMedia (KSSK-FM/KHVH-AM)
- Radio MOJO





## PRINT

### National:

- Marin Magazine
- FOOD & WINE Magazine
- Hana Hou
- PRIME Living
- Wall Street Journal

### International:

- Aloha Street
- Business Weekly Taiwan
- Delta Airlines Japan Inflight Magazine “Sky”
- FRaU
- GOLD
- Hawaii Chinese Daily
- Hawaiian Breeze Lani Lani
- Hawaiist
- KauKau
- Lea Lea
- Lighthouse Hawaii
- Mart
- Nikkan San
- One Week in Hawaii
- Otona No Hawaii
- The Traveller

### Local:

- Hawaii Herald Tribune
- HFM Quartlerly
- HI Luxury
- Honolulu Magazine
- Lahaina News
- The Maui News
- MidWeek
- Modern Luxury
- North Hawaii News
- The Oahu Concierge
- O’ahu Focus
- Oahu Inside Out
- Pacific Business News
- Spotlight on Hawai’i
- Star-Advertiser
- Waikoloa Naupaka News
- West Hawaii Today





## ONLINE

### National:

- Departures.com
- ForbesLife
- Gayot.com
- Huffington Post
- Los Angeles Times
- Refinery29
- San Jose Mercury News
- SF Gate
- The New York Times' "In Transit"
- VICE Munchies

### International:

- Aloha-street.com
- AllAbout.co.jp
- Allure Korea Online
- Asahi Shimbun website
- Club Traveler Japan
- excite! News
- 4Travel.jp
- Gaja Hawaii
- Gunosy
- Guruyaku
- Hawaii-arukikata.com
- Hawaii-Road
- Hawaiiing
- iHeart Hawaii
- Meipai
- Travel Vision
- Vogue Japan

### Local:

- Biting Commentary
- Frolic Hawaii
- GoHawaii.com
- Hawaii Magazine
- Hawaii Mom Blog
- HILuxury
- Honolulu Magazine
- Honolulu Pulse
- Lei Chic
- Maui Now
- MauiTime
- Pacific Business News
- Star-Advertiser

TOTAL DATA PULLED FROM  
DATELINE MEDIA AND CISION:  
JANUARY 1 - SEPTEMBER 30, 2015

Total Reach **331,435,955**  
**\$10,135,569** Total Publicity Value





## WEBSITE

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

### Data Pulled from April 13, 2015 - September 30, 2015.

#### SESSIONS: 45,122

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: 31,768

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

#### PAGEVIEWS: 175,267

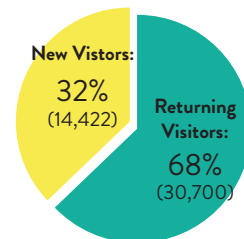
The total number of pages viewed. Repeated views of a single page are counted

#### AVG SESSION DURATION: 00:03:15

Average length of session

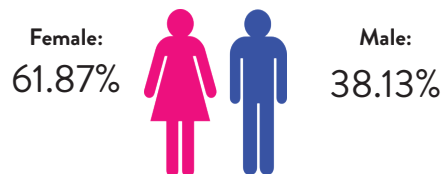
#### % NEW SESSIONS: 67.99%

An estimate of the percentage of first time visits



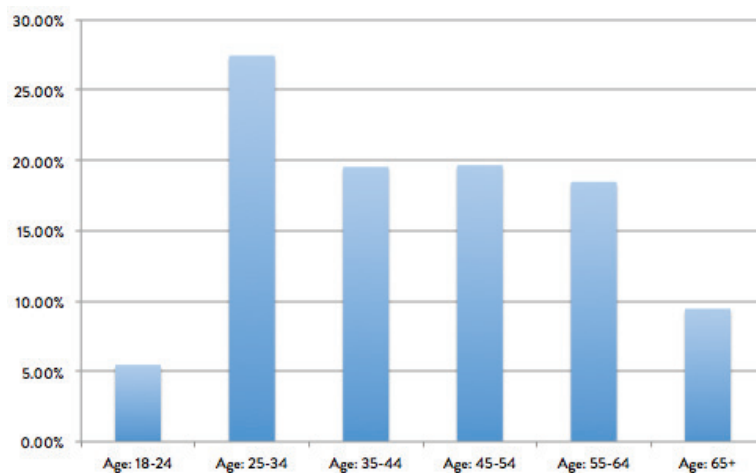
#### GENDER DEMOGRAPHICS:

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 3 Ranking Countries

##### UNITED STATES

Visits - 38,693  
New Users - 25,621  
New Sessions - 66.22%

##### JAPAN

Visits - 1,761  
New Users - 1,322  
New Sessions - 75.07%

##### AUSTRALIA

Visits - 1,046  
New Users - 894  
New Sessions - 85.47%



# FACEBOOK

[www.facebook.com/HawaiiFoodandWineFestival](http://www.facebook.com/HawaiiFoodandWineFestival)



**TIME PERIOD:** June 1, 2015 - September 30, 2015

**TOTAL LIKES:** as of September 30, 2015 - 6,550



**INCREASE IN LIKES:** 1,170 (since September 30, 2014)

**PAGE IMPRESSIONS:** 588,750

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 or by visits to HFWF Page directly.

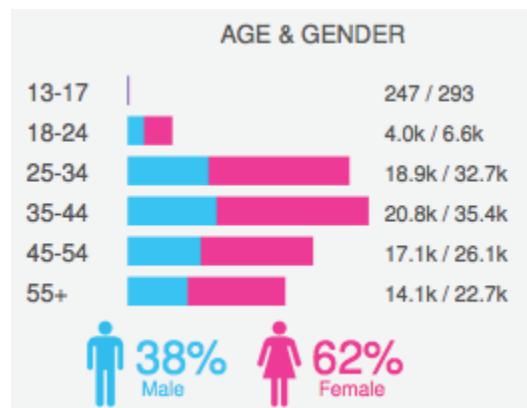
**POSTS:** 805

The number of pieces of content posted by HFWF.

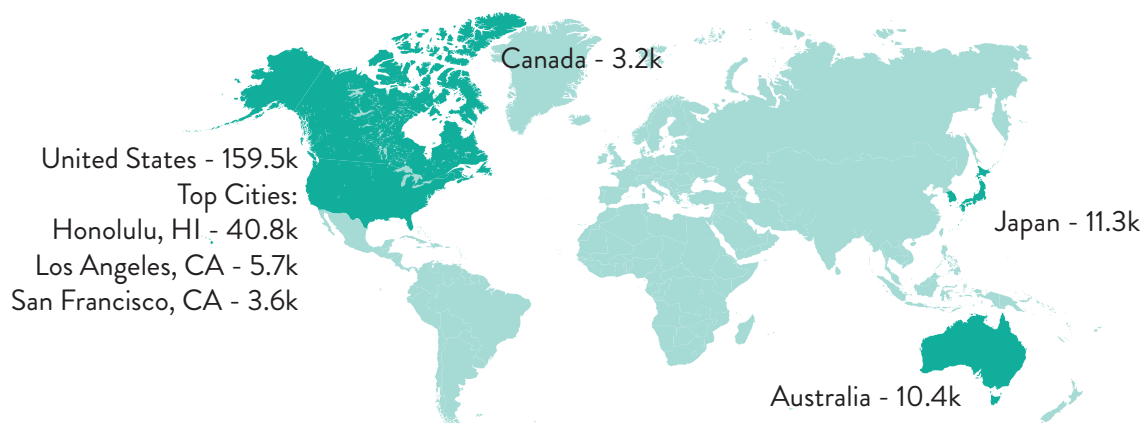
**REACH:** 309,942

The number of unique people who saw any content about a particular post.

## AGE & GENDER DEOGRAPHICS:



## GEOGRAPHIC DEOGRAPHICS:





# INSTAGRAM

[www.instagram.com/HIFoodWineFest](http://www.instagram.com/HIFoodWineFest)



**TIME PERIOD:** June 1, 2015 - September 30, 2015

**TOTAL FOLLOWERS:** as of September 30, 2015 - 4,292

**↑ INCREASE IN FOLLOWERS:** 1,690 (since September 30, 2014)

**TOTAL PIECES OF MEDIA:** #HFWF15 was used 3,011



**4,329**

Total Pieces of Media Posted



**12,307**

Total Media Likes



**4,292**

Total Followers

## TOP INSTAGRAM POSTS:

### JUNE 2015



@hifoodwinefest  
95 Engagements



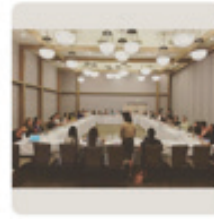
@hifoodwinefest  
93 Engagements



@hifoodwinefest  
90 Engagements



@hifoodwinefest  
78 Engagements



@hifoodwinefest  
72 Engagements



@hifoodwinefest  
70 Engagements

### AUGUST 2015



@hifoodwinefest  
127 Engagements



@hifoodwinefest  
106 Engagements



@hifoodwinefest  
104 Engagements



@hifoodwinefest  
152 Engagements



@hifoodwinefest  
138 Engagements



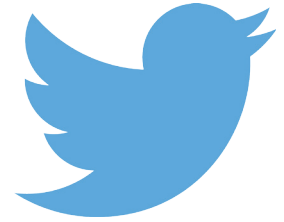
@hifoodwinefest  
135 Engagements

### SEPTEMBER 2015



# TWITTER

www.twitter.com/HIFoodWineFest



**TIME PERIOD:** June 1, 2015 - September 30, 2015

**TOTAL FOLLOWERS:** as of September 30, 2015 - 3,695

**↑ INCREASE IN FOLLOWERS:** 618 (since September 30, 2014)



**310,420**

TOTAL IMPRESSIONS

Number of times a user was served your Tweet  
in their timelines or search results on Twitter



**4,889**

TOTAL ENGAGEMENTS

Total number of times a user interacted  
with a Tweet



**1,460**

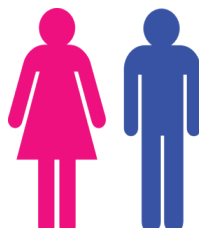
LINK CLICKS

Number of times user clicked on  
URLs in your Tweet

## GENDER DEMOGRAPHICS:

**Female:**

**50%**



**Male:**

**50%**

# Japanese Social Media

TIME PERIOD: June 16, 2015 - September 14, 2015

## FACEBOOK

[www.facebook.com/HIFoodandWinefest.JP](http://www.facebook.com/HIFoodandWinefest.JP)

**POSTINGS:** 218

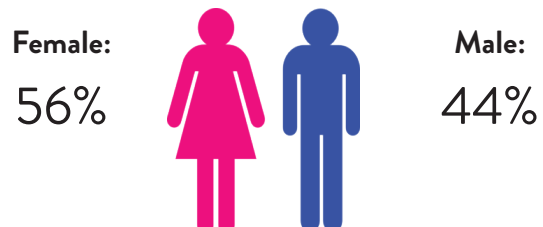
**TOTAL LIKES:** 1,319

 **INCREASE IN LIKES:** 820 (since September 12, 2014)

**TOTAL REACH:** 149,093

**TOTAL IMPRESSIONS:** 329,160

**GENDER DEMOGRAPHIC:**



## TWITTER

[www.twitter.com/HIFoodWineFstJP](http://www.twitter.com/HIFoodWineFstJP)

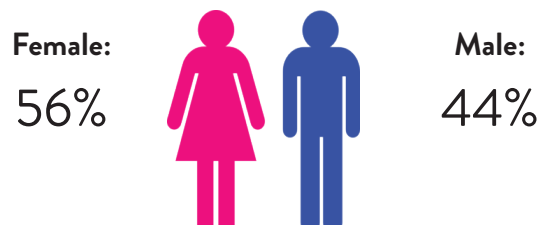
**POSTINGS:** 739

**TOTAL FOLLOWERS:** 449

 **INCREASE IN FOLLOWERS:** 195 (since September 12, 2014)

**TOTAL IMPRESSIONS:** 71,700

**GENDER DEMOGRAPHIC:**





# 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.

## **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 HFWF15 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, Hawai'i Visitors & Conventions Bureau, and Hawai'i Tourism Authority local agencies.



Below are samplings of media coverage for the 2015 Hawai'i Food & Wine Festival.  
For a full list of clippings, please contact Aya Nishihara at [aya@hawaiiifoodandwinefestival.com](mailto:aya@hawaiiifoodandwinefestival.com)

THE WALL STREET JOURNAL.

**Learn to**  **Writing in** 

**PERSONAL JOURNAL | DI**

**DOW JONES** *Almost Capped* \*\*\*

**DAX 10112.38** **1151.03** **NASDAQ 5070.01** **0.2%** **NIKKEI 20926.58** **0.7%** **STOXX 400 300.78** **1.7%** **10-YR TREAS** **1.02%** **9-MON T-BILL** **0.57%** **5-YR T-BILL** **0.52%**

**WEDNESDAY, MAY 20, 2015 - VOL. CCLXV NO. 117**

**THE WALL STREET JOURNAL**

**OPINION | A13**

**Harvey Mansfield**  
**Give Michelle**  
**Obama a Break**

**★★★★ \$3.00**

*Hawaii. Food. Wine.*  
Three of life's favorite words.

 HAWAII  
FOOD & WINE  
FESTIVAL

PRESENTED BY  First Hawaiian Bank  Hawaii State

August 29 - September 13, 2015

IT'S AN EXPERIENCE OF A LIFETIME. A part of your taste buds. The Fifth Annual Hawaii Food & Wine Festival features over 150 world-class chefs, top winemakers, mixologists and brewers on three Hawaiian Islands. For tickets, visit our website.

August 29, 2015 - *Maui* - *Hawaii's Isle*  
September 4-6, 2015 - *Kaunapali, Maui*  
September 9-13, 2015 - *Honolulu* - *Keolu, Oahu*

*Taste our Love for the Land.*

Tickets on Sale Now! — [www.HFWF.me](http://www.HFWF.me)

 Michael Mina  
*Maui Chef/Executive Chef*

 Michelle Berggren  
*Maui*

 Cristian Linares  
*Oahu Chef à la carte*

 Ming Fan  
*Honolulu*

 Randall Yelton  
*Maui Chef/Executive Chef*

MAHALO TO OUR SPONSORS

 AMSTAR INC

 First Hawaiian Bank

 HFM

 ACCOR

 HAWAII STATE

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 HAWAII STATE

Hawaii Food & Wine Festival - August Dining Agenda - 20 New Restaurants | Departures

10/6/15, 8:59 AM

# DEPARTURES

HOME

TRAVEL

FASHION

SHOPPING

ART & CULTURE

LIFESTYLE

DISPATCH

Exclusive content for Platinum Card® and Centurion® members from American Express. 7

SEARCH DEPARTURES

GO

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HICKEY FREEMAN  
NEW YORK

DISCOVER FALL 2015 ▶

[Home](#) > [Lifestyle](#) > [August dining agenda, 20 new restaurants](#)

Like Be the first of your friends to like this.

August 04, 2015

## August Dining Agenda: 20 New Restaurants

By Krista Simmons

Tweet 3

Submit

Email

© Corey Norstrom

David LeFevre (Mill Post, Manhattan Beach), Masaharu Morimoto (Morimoto Honolulu), Charles Phan (The Slanted Door, San Francisco), Piaf Qui (Qui, Austin), Ming Tsai (Blue Ginger), Yagi Wakaya (Wakaya, Tokyo, Japan), Jonathan Waxman (Barbuto, New York), Lee Anne Wong (Koko Head Café, Honolulu), and other boffice names. The festivities will take place from August 29–September 13 on the Big Island, Maui, and Oahu. Tickets from \$230; 808-738-6246; [hawaiifoodandwinerefestival.com](http://hawaiifoodandwinerefestival.com).

14 of 26

AUTOPLAY

### Hawaii Food & Wine Festival

This year marks the fifth annual Hawaii Food & Wine Festival, co-founded by James Beard Award-winning chefs Roy Yamaguchi and Alan Wong to celebrate the bounty of the islands. More than 100 world famous chefs and personalities will descend on the area, including

FOURTH FLOOR

DISCOVER  
FALL 2015 ▶

HICKEY FREEMAN  
NEW YORK

NEXT SIDE

Rebuilding  
Better: Luxury

Necessary  
Luxury:  
Sir Roger Moore

High-Blue  
Fashion:  
A Home Tour with

How Debo  
Made  
the English

<http://www.departures.com/lifestyle/food/where-to-eat-this-august-new-restaurants-and-food-nites-14>

Page 1 of 1

42 MIDWEEK AUGUST 12, 2015

# WINNER, WINNER KEIKI DINNER!

LAST CHANCE to enter your recipe, August 28th.

**Kellogg's and Foodland**  
PRESENT

Healthy Lunchtime  
**Challenge for KEIKI**

**HONOLULU ZOO**  
Saturday, September 12  
9:00am to 4:30pm at the Honolulu Zoo

**HAWAII'S FOOD & WINE FESTIVAL**  
PRESENTED BY First Hawaiian Bank, Inc.

MARRIO TO OUR KEIKI IN THE KITCHEN SPONSORS  
**Hawai'i Food & Wine Festival** **Foodland** **Wendy's** **Wendy's** **Wendy's**

**THE JUDGES**  
ALIZABETH FRANKNER WILLIAM CHEN JOSE GARCES

**HMAA**  
HAWAIIAN MIDDLE ACADEMY  
HONOLULU

**KEIKI**  
IN THE KITCHEN  
FOOD, FUN AND FUN

Hurry and submit your kid's original recipe. Contestants with the top three recipes (from two age categories) will be invited to prepare their dish live at our Keiki in the Kitchen event. Celebrity chef judges including William Chen, Elizabeth Falkner and Iron Chef Jose Garces.

**FIRST PLACE WINNERS** will get an exciting "Keiki Night Out" party for 10 at Roy's Restaurant OR All Wong's plus a two-night stay at the Outrigger Reef or the Beach or Outrigger Waikiki.

Entries may be submitted online, emailed or mailed dropped off to the Hawaii Food & Wine Festival office. For details, visit [www.HFWF.me/LunchtimeChallenge](http://www.HFWF.me/LunchtimeChallenge)



ハワイ最新情報誌「ぜひたい見つける HAPPY ハワイ」レ・アレ・アマ・マガジン

# Lealea

magazine

H.I.S. 2015 Vol. 37  
JULY - SEPTEMBER

Saeko  
紗栄子の  
ハワイの過ごし方

What's new  
この夏、注目の  
最新ハワイ!

ハワイいろいろ探検隊  
甘いものスカープ  
ベスト5

Lealea Food Guide  
発見! 自分好みの  
シェフアイズ

Lealea RUN  
ハワイのRUNを  
ファミリーで楽しもう

ビーチ! 動物園! アクティビティ!

## 家族と過ごす ハッピーハワイ

2015夏のベストホノルル本で、最新情報をいち早く! フードコート図鑑もチェック!

# HAWAII

Aloha Express

アロハエクスプレス No.130 QUARTERLY  
M-ON! Deluxe 定価本体1556円+税

知っていれば、もっと楽しい!  
ワイキキ、アラモアナ&ワード完全攻略!

## ベストホノルル 2015 Summer

**ワイキキグルメ**  
おすすめ朝食に充実ランチ、いち押しディナーも!

**ワイキキショッピング**  
トレンドチェック、コスメ雑貨やハワイアナグッスでおみやげゲット!

**アクティビティ&エクスカーション**  
ワイキキで楽しみながら体験できるアクティビティ、モンサント&カハラの散策、カイルアにも行っちゃおう?

**最新ショッピングセンターガイド**  
5つのショッピングセンター、フロアMAP付きも!

**アラモアナ、ワード&カカアコエリア**  
ロコモ目の3エリアからベストセレクト  
買物好きにはたまらないワードレディ

**ワイキキ&アラモアナ ホテルガイド**  
ワイキキ&アラモアナ 滞在におすすめ、全43ホテル紹介!

ワイキキ、アラモアナ&ワード、ホノルル各詳細MAP!

初のお酒席を先取り!  
**ブランドショッピング**  
ワイキキ&アラモアナ一流ブランドリスト&MAP

アロハ調剤行! Vol. 22  
**最新フードコート図鑑**  
ワイキキ&アラモアナフードコート マカイマーケットフードコート

8月 AUGUST

8日(土) 第5回H.I.S.主催LeaLeaチャリティー・ラン&クリーンアップ5K

場所: オアフ島 アラモアナビーチパーク

NPOハワイシニアライフ協会とH.I.S.が共催するチャリティーイベント。参加費の一部は、東北  
大震災で被害にあった子供たちをハワイに招待するプロジェクト「レインボーフォー・ジョイン  
キッズ」に寄付される。9月4-15日を開催ください。

21日(金)~23日(日) メイド・イン・ハワイ・フェスティバル

場所: オアフ島 ニール・プレイズデル・エキシビション・ホール&テラス

madeinhawaii.com

メイド・イン・ハワイの食品、アロセサリー、雑貨、アパレルなど、400以上が出店し、ロコ寄  
で賑わう夏のイベント。他、島の地産品もある。レアなおみやげ探しにもピッタリ。

29日(土)~9月13日(日) ハワイ・フード&ワイン・フェスティバル

場所: オアフ島、マウイ島、ハワイ島各所 hawaiifoodandwinefestival.com

世界各国からマスターシェフ、ワイナリー、シェフが揃い、ハワイ島、マウイ島、オアフ島の各  
有名ホテルで開催されるフード&ワインフェスティバル。世界の有名シェフの料理が楽しめる素晴らしい  
イベント。オアフ島では9月10日(土)~13日(日)に開催される。(9月8日を開催ください)

### 第5回 ハワイフード&ワイン・フェスティバル

1年に1度限りの食とワインの  
プレミアム・イベント。  
国際的カリスマシェフの味の競演

①ハワイアンRoy-ALエクスペリエンス  
会場: ハワイコンベンションセンター  
9月12日(土) 16:00~21:00

16:00~17:00の間は、特設会場にてハワイの2大  
シェフ、アラン・ウォン氏とロイ・ヤマグチ氏による料  
理の実演と試食を。両氏の記念撮影と握手もで  
きます。メイン会場に通常より1時間早い17:00か  
ら入場できる。VIPアーリー入場付き(\$500相当)。

②チョップスティック&カクテル  
会場: モダン・ホノルル  
9月10日(木) 18:00~21:00

アジアや太平洋から集まった約14名の  
シェフによるキュージーズが楽しめます。

③ビューティー&フィースト  
会場: アウラニリゾート  
9月13日(日) 18:00~21:00

約17名の国際的有名  
シェフによる、現地食材  
を使ったエスニック料理  
をコオリナの星空の下で  
お楽しみください。

Lealea

事前のお申し込みが必要です

①大人(21歳以上) OFW/O	\$225
②大人(21歳以上) OFW/O	\$225
③大人(21歳以上) OFW/O	\$250

【備考】会場は異なります。ご自身で会場までお越しください。21歳未満  
の方は入場不可。早着入り身分証明書もご用意ください。ドレスコード:  
リゾートカジュアル。手荷物検査や入場が変更になる場合があります。  
【所要時間】①約5時間 ②約3時間 【実行日】①9/12 ②9/10 ③9/13 【最少実行人数】1人 【食事】フード、ワイン  
ビール、カクテルのテイストアップ 【実行費】Food & Wine

### ハワイ最大の食の祭典 2015年も華やかに開催

料理の実演やワインテイストリング、華やか  
なディナーなど、さまざまなイベントが繰り広げ  
られる食の祭典。第5回目となる2015年は、  
8月29日~9月13日にオアフ島、ハワイ島、マ  
ウイ島で開催。総勢100名を超えるカリスマ  
シェフが、ハワイ、アメリカ本土、アジアなどか  
ら参加。ハワイ産食材を使った自慢の料理  
を披露する。詳しくはウェブサイトをチェック!

↑ アイアンシェフも参加するビッグイベント。

## Hawaii Food & Wine Festival

ハワイ・フード&ワイン・フェスティバル

<http://www.hawaiifoodandwinefestival.com>

Taking place on three islands, Hawaii Food & Wine Festival is, indeed, a movable feast



This may be the ultimate movable feast -- and fest. An international lineup of more than 100 chefs, culinary personalities and winemakers will gather on three Hawaiian islands for the fifth Hawaii Food & Wine Festival.

The festival launches Aug. 29 on Hawaii Island before moving to Maui for festivities Sept. 4-6. Guests can then follow their noses to several venues on Oahu from Sept. 9-13.

A roster of notable chefs powers the lineup of events, each with its own admission prices. Here's a taste of what's scheduled:

Aug. 29: "Seven Chefs, One Big Island" at Hilton Waikoloa Village features a six-course dinner using locally sourced ingredients. The participants include Michael Meredith of Meredith's Restaurant in Auckland, New Zealand); Paul Qui of Qui in Austin, Texas, and Ming Tsai of Blue Ginger in Wellesley, Mass. From \$250.

Sept. 4: You can tee off with celebrity chefs, golf pros and winemakers at "Roy's Golf Classic" at Kaanapali Golf Course, in Lahaina on Maui. Gourmet food and beverages are to be served throughout the course. Golfers should, however, save room for dinner prepared by the tournament's sponsor, chef Roy Yamaguchi. From \$600



Sept. 10: "Chopstix & Cocktails," an event on the pool decks of the Modern Honolulu, focuses on the creative crafting of cocktails. Attendees will find Asian food dishes for sampling, prepared by chefs including Kenichi and Kentaro Chen of Shisen Hanten, Akasaka, Japan; Charles Phan of San Francisco's Slanted Door and Sang Yoon of L.A.'s Lukshon. From \$225.

Sept. 12: At "Keiki in the Kitchen: Food, Fitness & Fun" at the Honolulu Zoo (\$5), children (keiki in Hawaiian) and their parents can participate in a full day of activities, including cooking demonstrations, a "made in Hawaii" marketplace and fitness challenges.

Tickets for the various events are available online.

Follow us on Twitter at @latimestravel

<http://www.latimes.com/travel/deals/la-trb-hawaii-food-wine-festival-20150729-story.html>

Locally grown produce stars in Hawaii Food & Wine Festival: Travel Weekly

# TRAVEL WEEKLY

The Travel Industry's Trusted Voice

Insight Hawaii Insight

## Locally grown produce stars in Hawaii Food & Wine Festival

By [Shane Nelson](#) / August 10, 2015



The fifth annual Hawaii Food & Wine Festival will hold 21 events on three islands Aug. 29 through Sept. 13, showcasing an impressive collection of international culinary talent.

Festival officials plan to welcome more than 100 internationally renowned chefs, culinary personalities and wine and spirit producers at this year's schedule of events.

First held in 2010, the festival "really started as way to showcase the culinary talent here in the islands as well as the local produce and products that are grown, raised and caught here," said Denise Yamaguchi, the executive director of the Hawaii Food & Wine Festival, noting that 85% of what's eaten in Hawaii today is imported.

"What we wanted to do at the festival was highlight the great agriculture we have here," she explained. "So the focus has really been on getting great chefs from all over the world to partner with our local chefs, many of whom are becoming celebrities in their own right, [and] what we've asked them to do is use locally grown or raised products in each of the dishes they create."

The 21 events will be held at a range of resort venues across the state, including the Modern Honolulu and Halekualani hotels in Waikiki, the Sheraton Maui Resort & Spa, and the Hilton Waikoloa Village on the Big Island of Hawaii. Many of the participating properties are offering special room rates in conjunction with the event, and Hawaiian Airlines is offering festival attendees a 5% discount on airfares from a number of gateways on the U.S. mainland.

Meanwhile, the festival schedule includes everything from cooking competitions to cocktail workshops and children's culinary. Tickets for some events start around \$65 but can be as much as \$500 for special VIP access at the more extravagant affairs.

According to Yamaguchi, several of the events are also commissionable to travel agents, and those interested in selling the festival to clients should contact her directly about which events offer agent incentives. Email her at [deniseyamaguchi@hawaiiifoodandwinefestival.com](mailto:deniseyamaguchi@hawaiiifoodandwinefestival.com) or call (808) 386-2538.

Yamaguchi also noted that the entire festival is a nonprofit undertaking, aimed at helping a range of Hawaii culinary and agricultural initiatives statewide, including culinary training programs at many of the state's community colleges.

"In 2015, we will be well over \$1 million in give back to the community," Yamaguchi said.

However, culinary students statewide will receive more than just financial support from the event. Many young chefs in training from both community colleges and culinary schools in the Islands take part every year in the event as each celebrity chef is assigned two Hawaii culinary students throughout the festival's two-week schedule.

"Some of these kids are from the Neighbor Islands and have never even traveled to Honolulu before," Yamaguchi said. "So for them to get an experience to work with somebody like Nobu or Ming Tsai, it might be life-changing."

Incredibly popular among Aloha State residents, the Hawaii Food & Wine festival is also a great place for visitors to connect with locals. Yamaguchi is expecting about 25% of the total number of attendees to be travelers this year, and said "our nonresident number has grown every year."

For a complete listing of events; hotel and travel partners; cuisine or wine descriptions; and ticket prices, visit [www.hawaiiifoodandwinefestival.com](http://www.hawaiiifoodandwinefestival.com).

<http://www.travelweekly.com/Hawaii-Travel/Insights/Locally-grown-produce-stars-in-Food-Wine-Festival>





## 2015 Festival Team

**Denise Hayashi Yamaguchi** - Executive Director  
**Aya Nishihara** - Development Manager  
**Nicole Bae** - Administrative Assistant/Culinary Coordinator  
**Jackie Lau** - Executive Chef  
**Teri Matsukawa** - Financial Advisor  
**Jason Peel** - Executive Sous  
**Alan Tsuchiyama** - Culinary Student Coordinator  
**Linda Yamada** - Culinary Student Coordinator  
**Baltz & Co.** - Public Relations  
**S. Morris and Associates, LLC** - Asia Public Relations  
**Pono Media** - Social Media  
**Poohko Hawaii** - Japanese Social Media

## 2015 Board of Directors

**Roy Yamaguchi** - Chair  
**Alan Wong** - Vice Chair  
**Sharon Brown** - Secretary  
**Meredith Ching** - Treasurer  
**Phillip Baltz** - Director  
**Vikram Garg** - Director  
**Shep Gordon** - Director  
**Warren Shon** - Director  
**Mark Teruya** - Director

# SAVE THE DATE

October 14 - 30, 2016

[www.HFWF.me](http://www.HFWF.me)



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FOOD & WINE  
FESTIVAL®

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