

HAWAI'I FOOD & WINE FESTIVAL SIXTH ANNUAL RECAP REPORT



HAWAI'I
FOOD & WINE
FESTIVAL®

PRESENTED BY



First Hawaiian Bank. &



SIXTH ANNUAL HAWAI'I FOOD & WINE FESTIVAL
OCTOBER 14-30, 2016

#HFWF16





CONTENTS

Letter from the CEO	5
2016 By The Numbers	6
Festival Events	8
Sponsors	30
Beneficiaries	31
Media	32
Clips	42



LETTER FROM THE CEO



Aloha,

Thank you for being a part of Hawai'i Food & Wine Festival, and believing in us and supporting us year after year.

It's amazing to think of what we all created together in just six years. It's not a coincidence that over the last few years, we've seen an explosion of Hawaiian themed restaurants and poke bowls open across the country – with Hawaii cuisine named one of the hottest trends in food in 2016. It's also not a coincidence that you see more and more of our young chef talent starting to again be recognized for national and international awards such as the prestigious James Beard Award, and it's not a coincidence that that our chefs from afar see a value in what we have to offer and are now opening restaurants here in our islands.

In the process, we have put Hawai'i on the map as a culinary destination, given our young chefs an opportunity to shine and given our tourism industry another reason to tell people why they should continue to choose Hawai'i over other sun and surf destinations. We, in Hawai'i, have a lot to offer, but as the market for global tourism becomes more and

more competitive, we need to continue giving our visitors a compelling reason to keep coming.

This Festival is special because it touches so many people and so many industries working together to make Hawai'i a better place. The airlines, our hotels, our food distributors, our restaurants, our farmers, ranchers, and fishermen, our students, our chefs, our winemakers, our mixologists, all work together to make HFWF possible. It's not just about the funds and money that is raised over these three weeks that makes this Festival special, but it's about the aloha we have for one another and the number of companies who are willing to work together to make Hawai'i a better place.

So thank you for being part of the Hawai'i Food & Wine Festival team as we continue down this journey to promote Hawai'i as a destination, not only for its great natural beauty, but its amazing talent and cuisine.

A handwritten signature in dark ink, reading "Denise Yamaguchi". The signature is fluid and cursive, with a large, sweeping "D" and "Y".

Denise Yamaguchi
Chief Executive Officer

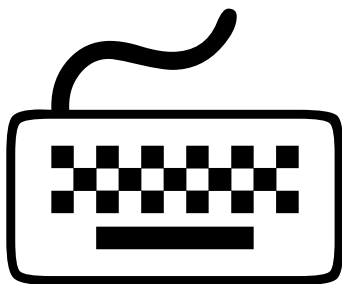
#HFWF16

BY THE NUMBERS



8,765 / 2,114

8,765 TOTAL ATTENDEES ATTENDED HFWF16, WITH 2,114 ATTENDEES VISITING FROM THE U.S. MAINLAND AND INTERNATIONAL COUNTRIES.



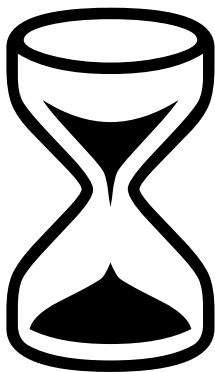
\$10,953,436

PUBLIC RELATIONS AND MARKETING STRATEGY FOR LOCAL, NATIONAL, AND INTERNATIONAL MEDIA OUTREACH RESULTED IN ALMOST \$11 MILLION IN PUBLICITY VALUE.



114 / 40 / 20

HFWF16 HAD A RECORD BREAKING NUMBER OF PARTICIPANTS. 114 WORLD RENOWNED CHEFS FROM AROUND THE WORLD, 40 WINE MAKERS AND MASTER SOMMELIERS FROM THE PACIFIC COAST AND AROUND THE GLOBE, AND 20 OF THE BEST MIXOLOGISTS.



4,000 / 300

OVER 4,000 HOURS WERE PUT IN BY OVER 300 CULINARY STUDENTS FROM CULINARY ARTS PROGRAMS AT HAWAI'I COMMUNITY COLLEGE, KAPI'OLANI COMMUNITY COLLEGE AND HOST PROGRAM, KAUA'I COMMUNITY COLLEGE, LEEWARD COMMUNITY COLLEGE, AND MAUI CULINARY ACADEMY FOR A ONCE-IN-A-LIFETIME EXPERIENCE.



FESTIVAL EVENTS



ATTENDANCE BY EVENT

Over nine days, HFWF16 hosted more than 8,700 guests at 17 events, held at 15 different venues throughout Hawai'i Island, O'ahu, and Maui.

FRIDAY, MAY 27, 2016

Spring Launch

Attendance

Hukilau Beach Cookout	The Kahala Hotel & Resort	535
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FRIDAY, OCTOBER 14, 2016

Golf Tournament

Hawai'i Food & Wine Festival Roy's Annual Golf Classic	Kā'anapali Golf Course	168
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Seminar

Scandal! The Dark and Stormy Underbelly of Cocktails	Westin Kā'anapali Ocean Resort Villas	70
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Signature Event

Kā'anapali: A Chef's Paradise	Sheraton Maui Resort & Spa	441
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Dinner Gala

Hawaiian Airlines Presents Soaring Palates	Hyatt Regency Maui Resort and Spa	355
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SATURDAY, OCTOBER 22, 2016

Dinner Gala

Attendance

Hot Lava, Hotter Cuisine	Hilton Waikoloa Village with Waikoloa Beach Resort and Marriott Waikoloa Beach Resort	352
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WEDNESDAY, SEPTEMBER 9, 2016

Cultural Experience

Kamehameha Schools Presents Urban Lū'au	SALT at Our Kaka'ako	329
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THURSDAY, OCTOBER 27, 2016

Signature Event

Attendance

The Hungry Monkey	THE MODERN HONOLULU	904
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FRIDAY, OCTOBER 28, 2016

Signature Event

Attendance

Hawaiian Airlines Presents A Culinary Flight	Hawai'i Convention Center	1,352
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After Hours

Sun Noodle Presents Clash of the Ramen	Hyatt Regency Waikiki Beach Resort and Spa	617
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SATURDAY, OCTOBER 29, 2016

Family Friendly Kids Event

HMAA Presents Keiki in the Kitchen: Food, Fitness & Fun!	Ko Olina Resort	1,704
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Wine Seminars

Masters of Meursault with Antoine Jobard	Halekulani	44
The Rarities Tasting	Halekulani	53

Signature Event

Foodtopia	Ko Olina Resort with Aulani, A Disney Resort & Spa and Four Seasons Resort O'ahu at Ko Olina	1,019
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SUNDAY, OCTOBER 30, 2016

Brunch Event:

Battle of the Brunch and Bass, Round III	Outrigger Reef Waikiki Beach Resort	258
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Dinner Gala

Sixth Annual Halekulani Culinary Masters Gala Series: East Meets West	Halekulani	277
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HUKILAU BEACH COOKOUT AT THE KAHALA HOTEL & RESORT



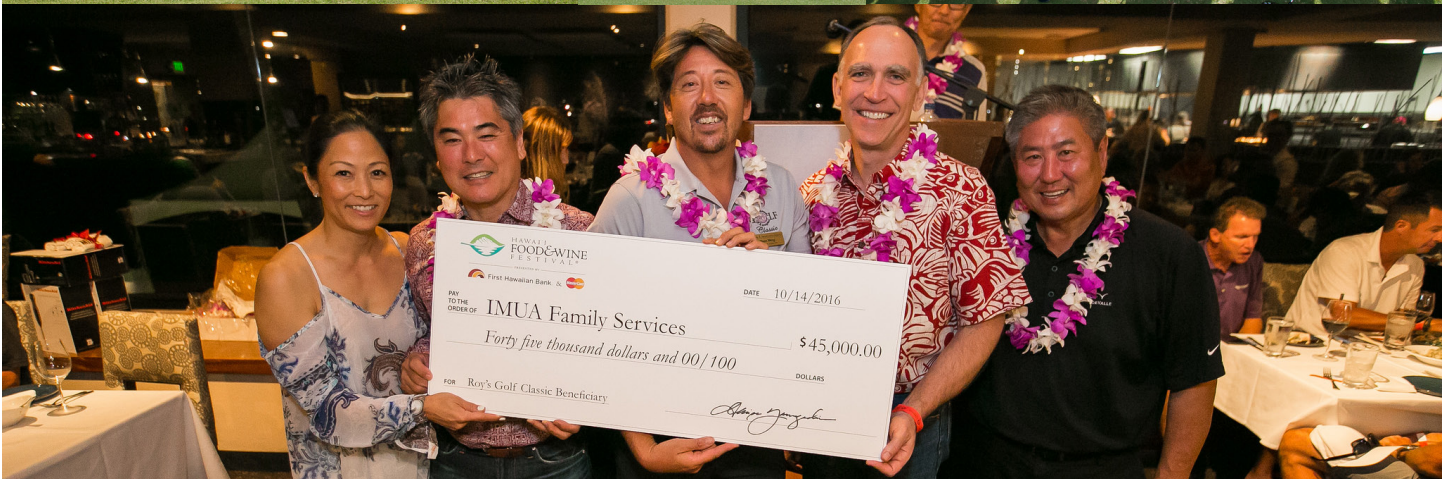
Hawai'i Food & Wine Festival kicked off the launch of the 2016 Sixth Annual Festival with a Hukilau. Eleven of Hawai'i's hottest chefs put their spin on local favorites like poke, roasted pig, and shave ice for a beach cookout under the stars at The Kahala Hotel & Resort on May 27.

The Hukilau Beach Cookout was the grand finale for another new HFWF Spring event, the Inaugural Connoisseur's Culinary Journey presented by The Kahala Hotel & Resorts and Kamehameha Schools featuring exclusive farm tours and culinary experiences.

HFWF ROY'S 19TH ANNUAL GOLF CLASSIC AT KĀ'ANAPALI

A BENEFIT FOR **IMUA**
Family Services

The 19th Annual Roy's Golf Classic teed off with celebrity chefs and golf pros at Kā'anapali Golf Course. The best-ball scramble format featured gourmet foods, beer, wine, and cocktails throughout the course, and the 19th hole awards dinner prepared by Roy's Kaanapali.



SCANDAL! THE DARK AND STORMY UNDERBELLY OF COCKTAILS

AT WESTIN KĀ'ANAPALI OCEAN RESORT VILLAS



Mixologists Jen Ackrill and Aaron Alcala-Mosley steeped into history and notoriety to discover some of the greatest scandals in cocktail history. Attendees had the opportunity to create their own Dark & Stormy cocktail with their favorite rum and ginger beer concoction.

Chef Francois Millet prepared a scandalous lunch to pair with each cocktail, using products such as foie gras and truffles.



KĀ'ANAPALI: A CHEF'S PARADISE AT SHERATON MAUI RESORT & SPA



Set in the lush paradise of Kā'anapali, where the perfect three-mile stretch of white sand beach, gentle waves, warm sunny days, and the inspiring backdrop of the majestic Maui are a chef's paradise. The event highlighted Maui's best culinary experience starring the Island's fresh produce. Epicurean delights created by 13 celebrated chefs, the world's most coveted wines, and specialty cocktails showed why Maui is "No Ka Oi" with Festival guests.



HAWAIIAN AIRLINES PRESENTS SOARING PALATES AT HYATT REGENCY MAUI RESORT AND SPA



From the East Coast to the West Coast, and across the Pacific to Japan, guests went on an epicurean journey of culinary delights with six first class chefs. The six-course dinner paired perfectly with wines from the Pacific Coast ensured a night full of culinary highs and soaring palates from course to course.





HOT LAVA, HOTTER CUISINE AT HILTON WAIKOLOA VILLAGE



What better place to present seven of the hottest chefs than in the home of the mythical Hawaiian goddess of fire, Pele? The diversity of Hawai'i Island's land and bounty were showcased at this six-course dinner at Hilton Waikoloa Village. Inspired by the lava, taste buds were ignited with ingredients from the fiery island prepared by culinary masters.





KAMEHAMEHA SCHOOLS PRESENTS URBAN LŪ'AU AT SALT AT OUR KAKA'AKO



The second annual Urban Lu'au put a twist on the traditional lū'au, featuring five contemporary chefs paired with a local Hawaiian restaurant to create their version of a classic Hawaiian dish. Traditional versus contemporary, time-honored Hawaiian dishes were offered side by side with their modern mash up.



THE HUNGRY MONKEY AT THE MODERN HONOLULU



The year 2016, year of the Fire Monkey, brought together thirteen of the world's most innovative international chefs at THE MODERN HONOLULU. Hungry Monkey highlights included irresistible cocktails mastered by the hottest mixologists and some of the world's most coveted wines on the Sunset and Sunrise pool decks overlooking the beautiful Pacific Ocean.



HAWAIIAN AIRLINES PRESENTS A CULINARY FLIGHT AT HAWAI‘I CONVENTION CENTER



HFWF took 1,352 attendees on a culinary flight for a taste of the best dishes created by twenty of the finest chefs from around the world. A layover at the wine bar during the culinary trip was a must, with a selection of twenty of the most sought after wines from the Pacific Coast. Fresh cocktails and beers quenched guests' thirst during their voyage on the rooftop of the Hawai'i Convention Center.



SUN NOODLE PRESENTS CLASH OF THE RAMEN AT HYATT REGENCY WAIKIKI BEACH RESORT AND SPA

The ultimate ramen battle at Hyatt Regency Waikiki Beach Resort and Spa starred seven of the hottest chefs in the ramen world at this year's HFWF16 After Party. Slurping their way through an international ramen roster while sipping specialty cocktails, assorted spirits, and ice-cold beers, attendees cast their vote for the Best Ramen Chef at HFWF16.



HMAA PRESENTS KEIKI IN THE KITCHEN AT KO OLINA RESORT



HMAA Presents Keiki in the Kitchen: Food, Fitness & Fun is a family outing for everyone. Keiki had an opportunity to meet and take photos with celebrity chefs, watch live chef demonstrations, interact with finalists of the Hawaii Gas Healthy Lunchtime Challenge, enjoy foods from Hawai'i's best food trucks, participate in fitness activities, shop at our Hawai'i Made Marketplace and enjoy live entertainment.



WINE SEMINARS AT HALEKULANI



Southern Glazer's Wine & Spirits of Hawaii and Hawai'i Food & Wine Festival hosted two very special seminars for wine enthusiasts.

Masters of Meursault with Antoine Jobard

A tasting of 'Masters' featured library wines from the cellars of Domaine Antoine Jobard and Jean-Marc Roulot, with special selections from the illustrious Domaine Coche-Dury.

The Rarities Tastings

An extraordinary tasting of vintage Classified Bordeaux from the 1980's included Angelus, Margaux, Pavie, and more. Topped off with a pair of 1990's greatest Rhone wines: Jaboulet La Chapelle and Chave Hermitage.



FOODTOPIA

AT KO OLINA RESORT WITH AULANI, A DISNEY RESORT & SPA AND FOUR SEASONS RESORT O'AHU



Guests discovered the magical world of culinary as they strolled along the dreamy white sands of Ko Olina's Kohola Lagoon 1. The show started with craft cocktails, specialty beers, and wines by renowned vintners, diversified culinary creations, and ended the evening with the ultimate fireworks show after the sun set upon the Pacific Ocean's sparkling horizon.



BATTLE OF THE BRUNCH & BASS, ROUND III AT OUTRIGGER WAIKIKI BEACH RESORT



Reigning showdown winners, Chefs Lee Anne Wong and Sven Ullrich came back to defend their title as they duked it out at Battle of the Brunch Showdown Round III. Guests got to vote for their favorite duo and their favorite Hawaiian band, and renamed chefs Lee Anne Wong and Sven Ullrich as the 2016 Champions. Pu'uola won a month-long contract to play at Outrigger Reef's Kani Ka Pila Grille!



SIXTH ANNUAL CULINARY MASTERS GALA: EAST MEETS WEST AT HALEKULANI



Through six harmonious courses with exquisite wine pairings, guests experienced the contrasting Eastern and Western culinary techniques, styles, and products at the annual Halekulani Culinary Masters Gala Series. Set in the middle of the Pacific Ocean, bridging East and West, the Halekulani was the perfect backdrop for a culinary celebration, toasting the best of both worlds with a treasured epicurean experience.



MAHALO!



MAHALO TO OUR SPONSORS

With the support of our valued sponsors, Hawai'i Food & Wine Festivals 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.



BENEFICIARIES

Hawai'i Food & Wine Festival is organized for charitable and educational purposes to put a spotlight on Hawai'i as the center for purposeful cultural endeavor by producing world-class culinary experiences which support the farmers, students, chefs, and the people who call Hawai'i home.

Organized as a 501(c)3 non-profit organization, in its sixth year, HFWF will give back approximately \$1.6 million to various local culinary and agricultural charity beneficiaries, including but not limited to:



HAWAII
AGRICULTURAL
FOUNDATION



UNIVERSITY of HAWAII*
HAWAII
COMMUNITY COLLEGE



KAKO'O 'ŌIWI



UNIVERSITY of HAWAII*
KAPI'OLANI
COMMUNITY COLLEGE



UNIVERSITY of HAWAII*
LEEWARD
COMMUNITY COLLEGE



Paepae o He'eia
He'eia Fishpond, He'eia O'ahu



MEDIA



DATA PULLED FROM
NEWS EXPOSURE, MELTWATER, AND CISION:
JANUARY 1 - NOVEMBER 16, 2016

Total Reach
451,045,719

Total Publicity Value
\$10,953,436

The 2016 Sixth Annual Hawai'i Food & Wine Festival was another successful sold out event with strong local, national, and international media outreach.

Included are some of the publications and outlets the covered Hawai'i Food & Wine Festival. For a full list and clippings, please contact Tannya Joaquin at tannya@hawaiiifoodandwinefestival.com

PUBLICATIONS & OUTLETS

TELEVISION

National:

- Fox & Friends
- Good Morning America
- KTBC Austin
- KRON4 San Francisco
- Simply Ming

International:

- Hawaii Chinese TV
- KBFD TV Korea

Local:

- Hawaii News Now (KGMB and KHNL)
- KHON 2
- KITV 4

RADIO

International:

- CISL Vancouver
- CRN Vancouver
- Date FM “Hawaiian Spec”
- InterFM “iHeart Hawaii”
- K-Mix “Saturday Morning Lomi Lomi”
- Northwave FM “Island Breeze from Hawaii”

Local:

- iHeartMedia (KSSK-FM/KHVH-AM)

PRINT

National:

- Food & Wine Magazine
- Orange County Register
- Pittsburg Tribune
- San Francisco Chronicle
- Wall Street Journal

Local:

- Hawaii Business
- Hawaii Herald Tribune
- Honolulu Magazine
- The Maui News
- MidWeek
- Modern Luxury
- Pacific Business News
- Star-Advertiser
- Waikoloa Naupaka News
- West Hawaii Today

International:

- Advertiser Adelaide
- Aloha Express
- Aloha Street
- Delta Sky Japan
- Hana Hou! Japan
- Hawaii Chinese Daily
- Hawaii Ni Sumu
- Hawaiian Breeze Lani Lani
- Hawaiist
- KauKau
- Korea Herald
- Lea Lea
- Lighthouse Hawaii
- New Zealand Herald
- Nikkan San
- Noblesse
- Nouveau
- Otona No Hawaii
- Skyward Japan Airlines
- Sunday Times Perth Australia

ONLINE

National:

- Diablomag.com
- Hungrytravelers.com
- [Chicago Tribune](http://ChicagoTribune.com)
- [Tasting Table](http://TastingTable.com)
- [SF Gates](http://SFGates.com)
- Marinemagazine.com
- Thrillist.com
- [LA Magazine](http://LAMagazine.com)

Local:

- [Biting Commentary](http://BitingCommentary.com)
- [Frolic Hawaii](http://FrolicHawaii.com)
- GoHawaii.com
- Hawaii.com
- [Hawaii Magazine](http://HawaiiMagazine.com)
- [HILuxury](http://HILuxury.com)
- [Honolulu Magazine](http://HonoluluMagazine.com)
- [Honolulu Pulse](http://HonoluluPulse.com)
- [Maui Now](http://MauiNow.com)

- [Modern Luxury](http://ModernLuxury.com)
- [Pacific Business News](http://PacificBusinessNews.com)
- [Star-Advertiser](http://StarAdvertiser.com)

International:

- AllAbout.co.jp
- AllHawaii.jp
- Aloha-Street.com
- [Aloha.Town.Net](http://AlohaTown.Net)
- [Expedia Japan](http://ExpediaJapan.com)
- 4travel.jp
- [Figaro China SNS](http://FigaroChinaSNS.com)
- Hawaii-Arukikata.com
- [Hawaiiist Web](http://HawaiiistWeb.com)
- [HI Scoop by Lea Lea](http://HIScoop.com)
- [Livedoor Blog for Akiko Kurihara](http://LivedoorBlog.com)
- [Minna No Koe](http://MinnaNoKoe.com)
- [My Hawaii China](http://MyHawaiiChina.com)
- [My Hawaii Korea](http://MyHawaiiKorea.com)
- [Naver "Aloha Korea Blog"](http://Naver.com)
- [Vouge Japan Online](http://VougeJapanOnline.com)



#HFWF16

WEBSITE & SOCIAL MEDIA

WEBSITE

WWW.HFWF.ME

117,840

TOTAL NUMBER OF SESSIONS
SPENT ACTIVELY ON WEBSITE

295,323

TOTAL NUMBER OF PAGES VIEWED

2:01

AVERAGE LENGTH OF SESSION

FACEBOOK

HAWAI'I FOOD & WINE FESTIVAL

7,949

TOTAL FACEBOOK FANS
AS OF OCTOBER 31, 2016

1,399

NEW FACEBOOK FANS IN 2016

1,591,354

NUMBER OF UNIQUE PEOPLE
WHO SAW ANY CONTENT

INSTAGRAM

@HIFOODWINEFEST

10,333

TOTAL INSTAGRAM FOLLOWERS
AS OF OCTOBER 31, 2016

6,041

NEW INSTAGRAM FOLLOWERS IN
2016

1,292,000

NUMBER OF UNIQUE PEOPLE WHO
SAW ANY CONTENT

TWITTER

@HIFOODWINEFEST

4,208

TOTAL TWITTER FOLLOWERS
AS OF OCTOBER 31, 2016

513

NEW TWITTER FOLLOWERS IN 2016

572,581

NUMBER OF UNIQUE PEOPLE
WHO SAW ANY CONTENT

WEBSITE

www.HFWF.me (www.hawaiifoodandwinefestival.com)

Data Pulled from February 24, 2016 - November 6, 2016.

SESSIONS: 117,840

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: 85,382

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

PAGEVIEWS: 295,323

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

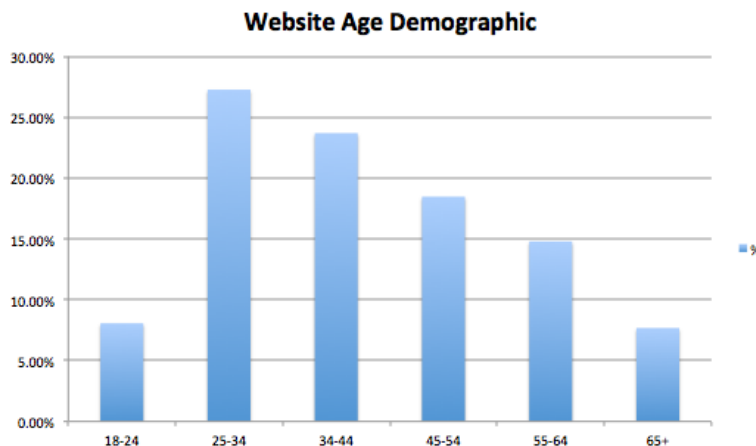
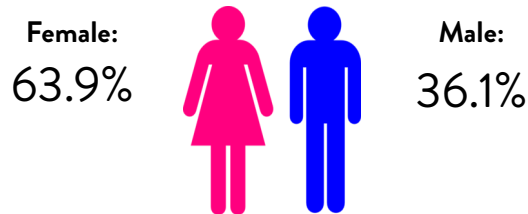
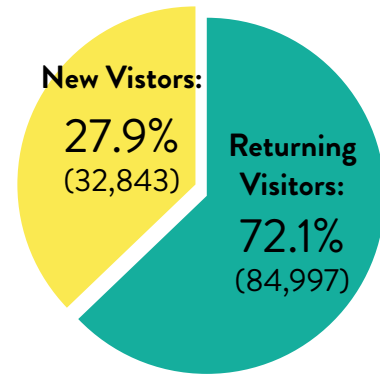
AVG SESSION DURATION: 00:02:01

Average length of session

% NEW SESSIONS: 72.10%

An estimate of the percentage of first time visits

AGE & GENDER DEMOGRAPHICS:



WEBSITE AUDIENCE:

Top 3 Ranking Countries

UNITED STATES

Sessions - 98,764
New Users - 69,246
New Sessions - 70.11%

JAPAN

Sessions - 8,222
New Users - 6,734
New Sessions - 81.90%

AUSTRALIA

Sessions - 2,453
New Users - 2,065
New Sessions - 84.18%

FACEBOOK

www.facebook.com/HawaiiFoodandWineFestival



TIME PERIOD: January 1, 2016 - October 31, 2016

TOTAL LIKES: 7,949

 **INCREASE IN LIKES:** 1,399 (since September 30, 2015)

ENGAGEMENT: 20,412

The total number of reactions, likes, comments and retweets.

MESSAGES SENT: 1,323

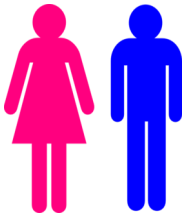
The number of pieces of content posted by HFWF.

REACH: 1,591,354

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

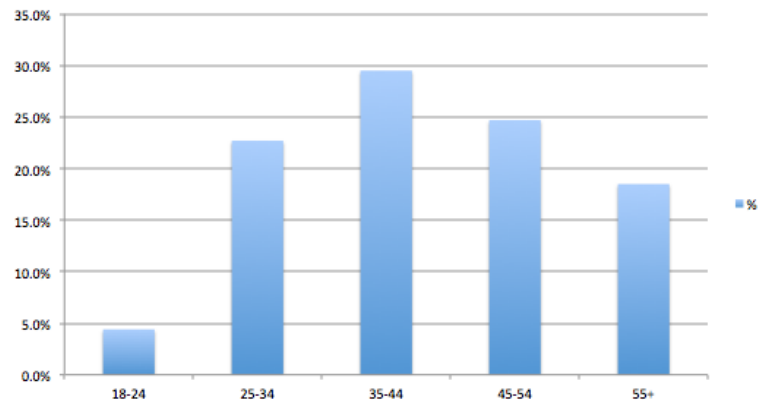
AGE & GENDER DEOGRAPHICS:

Female:
60%

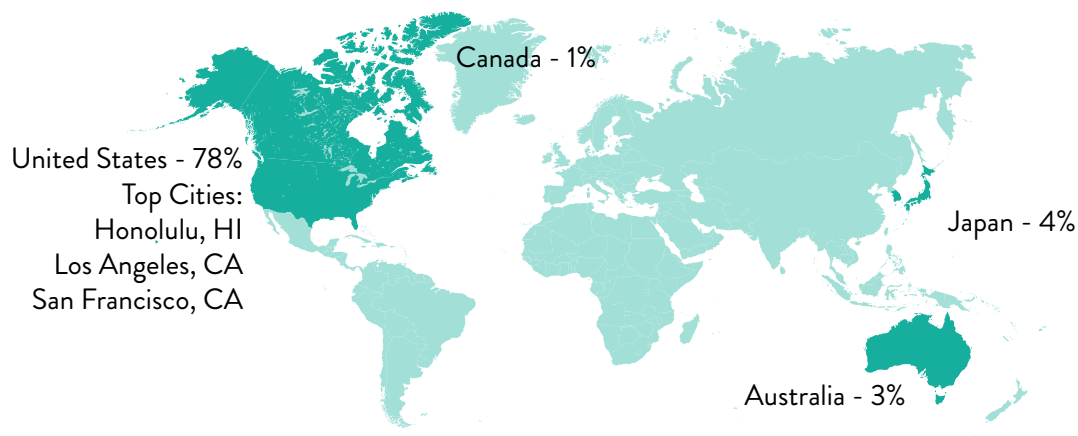


Male:
40%

Facebook Age Demographic



GEOGRAPHIC DEOGRAPHICS:



INSTAGRAM

www.instagram.com/HIFoodWineFest



TIME PERIOD: January 1, 2016 - October 31, 2016

TOTAL FOLLOWERS: 10,333

↑ INCREASE IN FOLLOWERS: 6,041 (since September 30, 2015)

TOTAL PIECES OF MEDIA: #HFWF16 was used 2,689



48,462

Total Engagement



1,292,000

Total Reach



10,333

Total Followers

TOP INSTAGRAM POSTS:

JANUARY - MARCH 2016



@hifoodwinefest
117 Engagements



@hifoodwinefest
103 Engagements



@hifoodwinefest
99 Engagements

APRIL - JUNE 2016



@hifoodwinefest
142 Engagements



@hifoodwinefest
122 Engagements



@hifoodwinefest
106 Engagements

JULY - SEPTEMBER 2016



@hifoodwinefest
143 Engagements



@hifoodwinefest
112 Engagements



@hifoodwinefest
102 Engagements

OCTOBER 2016



@hifoodwinefest
165 Engagements



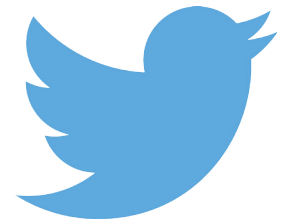
@hifoodwinefest
159 Engagements



@hifoodwinefest
150 Engagements

TWITTER

www.twitter.com/HIFoodWineFest



TIME PERIOD: January 1, 2016 - October 31, 2016

TOTAL FOLLOWERS: 4,208

 **INCREASE IN FOLLOWERS:** 513 (since September 30, 2015)



**572,581
REACH**

Number of unique people who saw any
content about Twitter posts



**6,109
ENGAGEMENT**

Total number of times a user interacted
with a Tweet



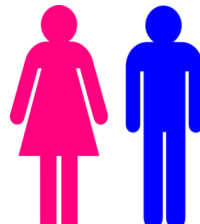
**1,402
LINK CLICKS**

Number of times user clicked on
URLs in your Tweet

GENDER DEMOGRAPHICS:

Female:

50%



Male:

50%

CLIPS

Below are samplings of media coverage for the 2016 Hawai'i Food & Wine Festival.
For a full list of clippings, please contact Tannya Joaquin at tannya@hawaiifoodandwinefestival.com

Hawaii Food & Wine Festival - Dining Agenda: New Restaurants And Food News This May | Departures

5/31/16, 3:20 PM

DEPARTURES

SEARCH DEPARTURES

GO

HOME TRAVEL FASHION SHOPPING ART & CULTURE

LIFESTYLE DISPATCH

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Food and wine festival calendar, the best in the U.S. in 2016

7/12/16, 10:00 AM

Home » Travel » Restaurants » [Dining agenda: new restaurants and food news this may](#)

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April 26, 2016

Dining Agenda: New Restaurants And Food News This May

By Krista Simmons



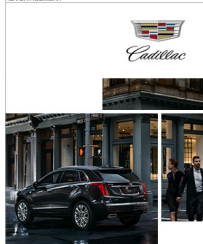
Courtesy: The Kahala Hotel & Resort

Hawaii Food & Wine Festival

With poke restaurants popping up all over Los Angeles and New York lately, it's safe to say that Hawaiian food has made its way to center stage. But fresh fish is just the tip of the Pacific Islands' rich culinary heritage. Hawaii Food & Wine Festival is hosting their first annual Connoisseur's Culinary Journey of Hawaii from May 23-27, which includes five days of immersive culinary and cultural experiences showcasing the ingredients and edibles of the islands, co-hosted by Hawaii's top chefs. Roy Yamaguchi (Roy's Restaurants, Hawaii and Worldwide), Alan Wong (Alan Wong's Restaurant, Honolulu), George Mavrothalassitis (Mavro, Honolulu), Mark Noguuchi (Lunchbox, Honolulu), and Lee Anne Wong (Koko Head Cafe, Honolulu) are just a few of the chefs involved. Guests will stay in the luxurious Kahala Hotel & Resort, and at the end of the journey will participate in the official 2016 Hawai'i Food & Wine Festival Launch and Hukilau Beach Cookout on Friday, May 27, hosted under the stars at Kahala Beach. hawaiifoodandwinefestival.com.

NEXT
SLIDE

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The 2016 U.S. food and wine festival calendar

Coast to coast, and beyond, there is a food and wine festival for every discerning eater and drinker in America

f Share Tweet 9 SHARES

By Lauren Mowery and Erin Kuschner
Posted: Wednesday February 17 2016



There is a food and wine festival in nearly every nook and cranny of the country these days—celebrations of great eating and drinking where you can conceivably pair one of the best burgers in America (<http://www.timeout.com/usa/restaurants/best-burgers-in-america>) with the some of the country's, and the world's, top drops. But not all food and wine festivals are created equal. Some are special, standing out for their stunning locales (drinks on the beach in Maui, anyone?), their huge selections of eats and

<https://www.timeout.com/usa/bars/us-food-and-wine-festival-calendar>

Page 1 of 14

USA TODAY 10BEST

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The top 10 winners in the category Best Wine Festival are as follows:

1. Finger Lakes Wine Festival - Watkins Glen, N.Y.
2. Hawaii Food & Wine Festival - Statewide
3. BottleRock Napa Valley - Napa, Calif.
4. Virginia Wine Summit - Middleburg, Va.
5. Vintage Ohio - Kirtland, Ohio
6. Nantucket Wine Festival - Nantucket, Mass.
7. Charleston Wine + Food - Charleston, S.C.
8. Sonoma Wine Country Weekend - Sonoma, Calif.
9. Paso Robles Wine Festival - Paso Robles, Calif.
10. Zinfandel Experience - San Francisco

A panel of experts partnered with 10Best editors to pick the initial 20 nominees, and the top 10 winners were determined by popular vote. Experts Jill Barth (Loccasion), Ji Child (Wine Tours of the World), Alice Feiring (The Feiring Line) and Logan Lee (Wine Awesomeness) were chosen based on their extensive knowledge of U.S. wineries and wine travel.

23

Hawaii Food and Wine, Maui, Hawaii Island and Oahu, HI

Verdant mountains, shimmering oceans, crescent-shaped beaches. With this landscape, who wouldn't want to sip wine on a lush Pacific Island—or three? The sixth annual Hawaii Food and Wine festival (<http://hawaiifoodandwinefestival.com/>) spans two weeks, and travels across Maui, Hawaii Island and Oahu. Frankly, that description is enticing enough. Add to it a roll call of local and international culinary stars (starting with founding chefs Roy Yamaguchi and Alan Wong) coupled with world-class wineries, and you'll be blocking dates on the calendar in minutes. Oct 14-30

Photograph: Dave Nakama

42 2016 FESTIVAL RECAP

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by Tamara Palmer

Diamond Head in Honolulu, Hawaii (November 1, 2016).

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WEATHER FORECAST

San Jose, CA

NBC Bay Area attended the Oahu leg of the annual **Hawai'i Food & Wine Festival** and discovered a number of connections between the food worlds of Honolulu and San Francisco.

The festival invited a number of Bay Area chefs, including **Commonwealth's** Jason Fox, **the Slanted Door's** Charles Phan and **Liholilo Yacht Club's** Ravi Kapur to cook alongside local and international talent at various dream team events. **State Bird Provisions** chef/owners Nicole Krasinski and Stuart Broiza and their sous chef Gaby Maeda marveled at the breadth and quality of local produce that were presented to the chefs in advance as possible tools for their events.

- Slain Woman's Boyfriend Arrested on Suspicion of Killing Her**

"I grew up about a mile from here in Honolulu and I've never gotten to work with it before!" Maeda said enthusiastically of ulu (breadfruit), which the three incorporated into a goat cheese fritter, a variation of a dish that was served when Krasinski and Broiza got married on the Big Island.

A welcome event highlighted that Bay Area restaurateur Michael Mina opened a

<http://www.nbcbayarea.com/news/local/Bay-Area-Chefs-Find-Inspiration-Business-in-Honolulu-401146925.html>

Page 1 of 4

CULINARY CONVERGENCE

RENOWNED CHEFS DISH ON COOKING IN HAWAII

WORDS BROOKE REHMANN

It's no surprise many people are drawn to Hawai'i. Yet, for some of the world's most distinguished chefs, it's not just the sunny beaches and idyllic settings that call to them (though those things certainly don't hurt). Instead, for these chefs, Hawai'i's climate and soil represent something beyond the postcard-perfect scenes—it represents some of the best food on Earth. Inspired by the bountiful seas, abundant farmland, and traditional farming techniques of Hawai'i, these culinary masters travel thousands of miles to use the kinds of ingredients found nowhere else. Fortunately, for visitors and residents alike, the Big Island hosts some of the most recognizable names in the food industry this fall at two spectacular events: Hawai'i Food & Wine Festival's Hot Lava, Honey Quinine, and Chef Fest at Four Seasons Resort Hualalai. I was incredibly privileged to talk story with a few of the headlining chefs and learn what draws them here, and what guests can most look forward to at these exceptional culinary events.

72

BIG ISLAND TRAVELER



#LetHawaiiHappen at the HAWAII FOOD & WINE FESTIVAL

The Hawai'i Food & Wine Festival celebrates local ingredients prepared by more than 100 internationally renowned masters of cuisine and wine.

**Signature events on O'ahu
October 26-30:**

The Hungry Monkey – Thurs, Oct 27
Enjoy culinary delights from 13 of the world's most innovative chefs, including Hugh Acheson, Ken Oringer, and Masaharu Morimoto.

**Hawaiian Airlines Presents
A Culinary Flight – Fri, Oct 28**
Indulge in dishes by 20 renowned chefs, like Richard Blais, Tim Love, and Charles Phan, paired with 20 top wines.

Foodtopia – Sat, Oct 29
Dine beachside for a magical evening of amazing dishes and renowned vintners, with outstanding chefs such as Janice Wong, Bobby Chinn, Dean Fearing, and Chris Kajioka.

Sixth Annual Halekulani Culinary Masters Gala – Sun, Oct 30
Celebrate with masters Josiah Citrin, Niki Nakayama, and Yoshihiro Narisawa at the festival finale with six exquisite courses bridging East and West.

For tickets and more information:
hawaiifoodandwinefestival.com



The Island of
O'ahu

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7/6/16 8:57 A

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pub: Food & Wine – September 2016

Festival puts food and culture of isles in worldwide spotlight

By Erika Engle
Posted on May 24, 2016 6:00 pm

The annual Hawaii Food and Wine Festival generates an estimated \$12 million in national and local media coverage, shining a light not only on the isles' sun and sand, but on local food, farms and culture. [Read More](#)

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<http://www.staradvertiser.com/food/crave-thebuzz/festival-puts-food-and-culture-of-isles-in-worldwide-spotlight/>

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Chew on This Food and wine fest features fish

5/28/16, 3:56 PM

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CHEW ON THIS Food and wine fest features fish

May 25th, 2016
By Erika Engle

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Tuesday started early for Hawaii Food and Wine Festival participants who wanted

<http://chewonthis.staradvertiserblogs.com/2016/05/25/food-and-wine-fest-features-fish/>

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Putting on the glitz in Waikiki - San Francisco Chronicle

12/20/16, 12:28 AM

Style

Putting on the glitz in Waikiki

By Jeanne Cooper | October 13, 2016 | Updated: October 15, 2016 1:44pm

0



Photo: Matt Mallams

IMAGE 3 OF 3
The new International Market Place includes Michael Mina's Stricksteak.

<http://www.sfchronicle.com/style/article/Putting-on-the-glitz-in-Waikiki-9969388.php#photo-11405672>

Page 1 of 5

Putting on the glitz in Waikiki - San Francisco Chronicle

12/20/16, 12:28 AM

The sixth annual Hawaii Food & Wine Festival, whose primary Oahu events take place Oct. 26-30, also reflects San Francisco tastes. Stuart Briozza and Nicole Krasinski of State Bird Provisions, Jason Fox of Commonwealth and Ravi Kapur of Liholiho Yacht Club, along with Jenkins and Merriman, will participate in the festival, created by Wong and Yamaguchi.

"It's a great opportunity for local diners to experience tastes from elsewhere, without having to leave Hawaii," says Merriman. "However, I'd like to see more focus on the great chefs we have in Hawaii. We have a lot to be proud of right here."

Former Chronicle Travel Editor Jeanne Cooper is co-author of the 2017 Frommer's Hawaii guidebook.



Jeanne Cooper
Freelance Travel Writer

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Keiki in the Kitchen Recipe Contest and Cooking Classes

(Sponsored) A Recipe Contest & Cooking Classes for Keiki Chefs

AUGUST 16, 2016



HAWAII'S YOUNG CHEFS HAVE A CHANCE TO MAKE HALLOWEEN-THEMED TREATS, MEET CELEBRITY CHEFS, AND EVEN WIN A TRIP TO DISNEYLAND.

Know a talented keiki with the drive to become Hawai'i's next superstar chef? Now's their chance to show off their culinary creativity with an original recipe. The Hawai'i Food & Wine Festival (HFWF) is calling on young chefs to submit their best recipes for the 'Hawaii Gas Presents Healthy Lunchtime Challenge for Keiki'.

<http://www.honolulufamily.com/articles/keiki-kitchen-recipe-contest-and-cooking-classes>

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World renowned chefs compete at Hawaii Food & Wine Festival Signature Event, Battle of the Brunch



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HFWF Chefs: An Inside Scoop

By **Kiera Bohool**

Posted December 3, 2016, 09:22 AM HST

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HFWF Chefs: An Inside Scoop

HAWAII FOOD & WINE FESTIVAL

More than 100 chefs shared their talents with our islands this year during the 6th annual Hawai'i Food & Wine Festival. Maui was the first stop, with workshops and dining events around Kānāpali from Oct. 14 to 16 that included a golf tournament, a mixol-

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url: www.frolichawaii.com/stories/hfwf16-weekend-eats-sights-and-celeb-chefs/Page views: 1,048

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Venues are quiet, chef's whites put away and thousands of appetites sated. A look at the sights, eats and faces of Hawaii Food & Wine Festival's final weekend

HFWF16: Weekend eats, sights and celeb chefs

The venues are quiet, the chef's whites put away and thousands of appetites sated. The sixth Hawaii Food & Wine Festival, the haute-cuisine destination event that put Hawaii back on the g...
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HFWF16: Hungry Monkey – Oct. 28 2016

url: www.frolichawaii.com/stories/hfwf16-hungry-monkey/

Page views: 400

Average Time spent on the page: 2:05

Post likes: 19

A large, vibrant fireworks display is captured at night, filling the sky with numerous golden and white bursts. Below the fireworks, a crowd of people is gathered on a pier or dock, watching the spectacle. In the foreground, several individuals wearing white uniforms and hats are visible, some holding up their phones to capture the event. The scene is reflected in the calm water in the foreground. The text "SEE YOU IN 2017!" is overlaid in large, white, bold letters across the center of the image.

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