

# HAWAI'I FOOD & WINE FESTIVAL

## 8<sup>TH</sup> ANNUAL RECAP REPORT



HAWAI'I  
FOOD & WINE  
FESTIVAL®

PRESENTED BY



First Hawaiian Bank. &



mastercard.

EIGHTH ANNUAL HAWAI'I FOOD & WINE FESTIVAL  
OCTOBER 6 - OCTOBER 28, 2018

# TASTE OUR FOR TH





# OUR LOVE THE LAND





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# LETTER FROM THE FOUNDERS



Aloha,

Thank you for being a part of the Eighth Annual Hawai'i Food & Wine Festival (HFWF)! By being a part of the Festival's events, you are helping to make Hawai'i a better place. Whether through sponsorship or ticket purchase, the Festival is able to continue its mission to cultivate future generations of culinary talent while raising Hawai'i's ever-growing profile as a food hot spot, rich with culture, traditions, and amazing homegrown ingredients.

A big mahalo to our generous sponsors, partners, chefs, winemakers, mixologists, and Festival attendees for all coming together for a common cause—to put a spotlight on Hawai'i as a culinary destination and to support our local agricultural industry by creating a more sustainable Hawai'i for future generations. Over the last seven years, HFWF has been able to give back over \$2.1 million to the community. It's not just the funds and money raised throughout the year that makes this Festival special, but it's about the aloha we have for one another and the spirit of cooperation and unity that bring us together to make Hawai'i a better place.

Thank you for being a part of #HFWF!

With Sincere Gratitude,

Alan Wong  
Co-Chair

Denise Yamaguchi  
Chief Executive Officer

Roy Yamaguchi  
Co-Chair



# #HFWF18

## BY THE NUMBERS



# 8,682 / 1,634

8,682 PEOPLE ATTENDED HFWF18, WITH 1,634 OF THEM VISITING FROM THE U.S. MAINLAND AND INTERNATIONAL COUNTRIES.



# \$2.45 MILLION

\$2.45 MILLION TOTAL DIRECT VISITOR EXPENDITURES OVER THE NINE DAYS OF HFWF18.



# \$8,663,055

OVER \$8.66 MILLION IN TOTAL PUBLICITY VALUE WAS EARNED AND SHARED THROUGH LOCAL, NATIONAL, AND INTERNATIONAL MEDIA OUTREACH.

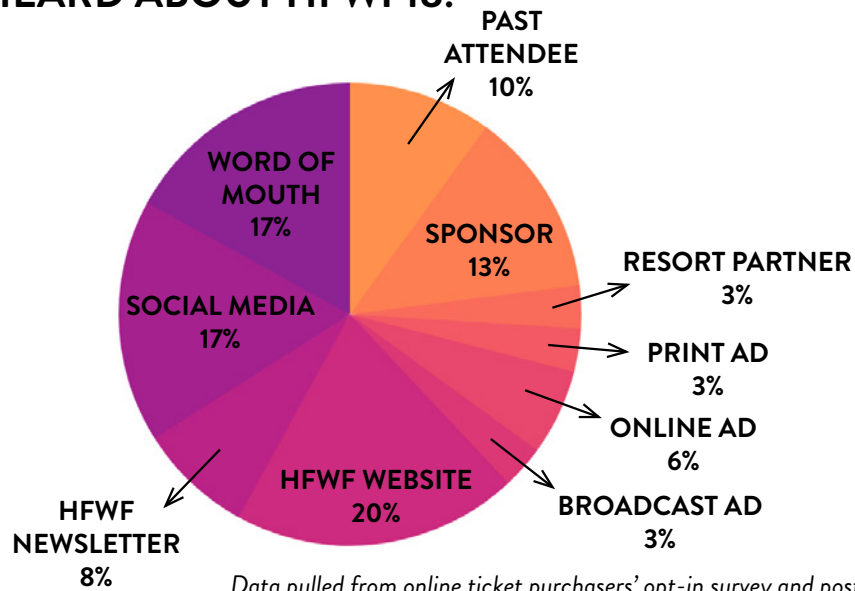


# 115 / 32 / 31

HFWF18 HAD AN AMAZING ROSTER OF PARTICIPANTS WITH 115 RENOWNED CHEFS, 32 WORLDCLASS WINE MAKERS AND MASTER SOMMELIERS, AND 31 TOP MIXOLOGISTS.

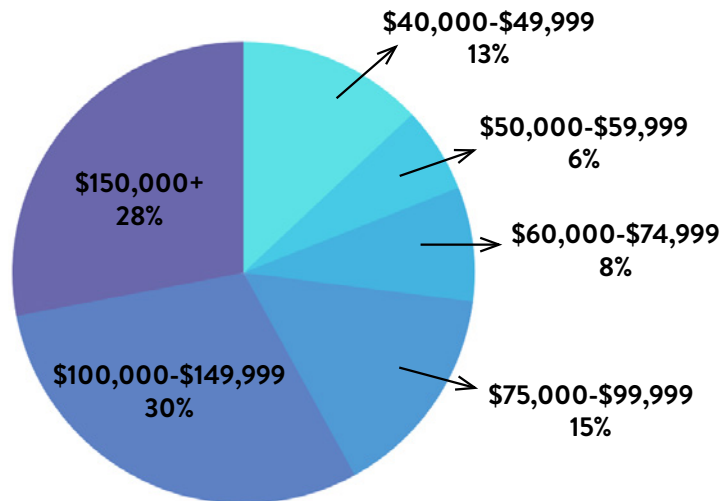


## HOW PEOPLE HEARD ABOUT HFWF18:



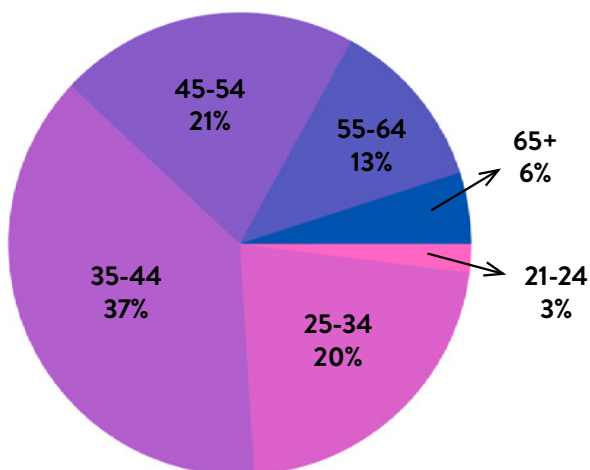
Data pulled from online ticket purchasers' opt-in survey and post event attendee survey (910)

## HFWF18 INCOME DEMOGRAPHIC:

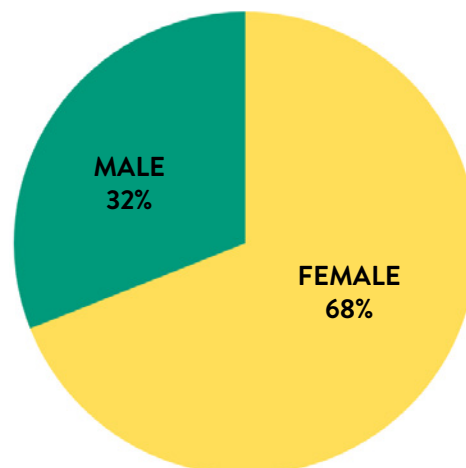


Data pulled from online ticket purchasers' opt-in survey (826)

## HFWF18 AGE DEMOGRAPHIC:



## HFWF18 GENDER DEMOGRAPHIC:



Data pulled from online ticket purchasers' opt-in survey and post event attendee survey (1,294)



# FESTIVAL EVENTS









# ATTENDANCE BY EVENT

Over nine days, HFWF18 hosted more than 8,500 guests at 19 events, held at 19 various venues throughout Island of Hawai'i, Maui, and O'ahu.

## WEDNESDAY, MAY 9, 2018

Launch Dinner

Attendance

Culinary Heroes: California Dreamin' Featuring Jeremiah Tower	The Kahala Hotel & Resort	74
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## FRIDAY, MAY 11, 2018

Launch

Heart & Soul - Starring Local Ingredients	The Kahala Hotel & Resort	447
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## THURSDAY, JUNE 28, 2018

Girls' Night Out

Girls' Night Out Thirsty Thursday Tastings	International Market Place	<b>SOLD OUT</b> 160
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## SATURDAY, OCTOBER 6, 2018

Dinner Gala

Under the Tuscan Sun	Marriott Waikoloa Beach Resort & Spa with Waikoloa Beach Resort	<b>SOLD OUT</b> 282
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## FRIDAY, OCTOBER 19, 2018

Golf Tournament

Hawai'i Food & Wine Festival Roy's 21 <sup>st</sup> Annual Golf Classic	Kā'anapali Golf Course	<b>SOLD OUT</b> 150
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Signature Event

Spiked!	Sheraton Maui Resort & Spa	385
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Family Friendly Kids Event

Keiki in the Kitchen Kā'anapali	Whalers Village	446
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Dinner Gala

Symphony of Flavors	Hyatt Regency Maui Resort and Spa	261
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## WEDNESDAY, OCTOBER 24, 2018

Signature Event

The Howard Hughes Corporation Presents Crops & Hops	Ward Village	293
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Private Welcome Reception

#HFWF18 Welcome Reception	IBM Courtyard	225
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**THURSDAY, OCTOBER 25, 2018**

## Signature Event

Attendance

Feng Shui & Cocktails	THE MODERN HONOLULU	959
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**FRIDAY, OCTOBER 26, 2018**

## Signature Event

Hawaiian Airlines Presents Winederland	Hawai'i Convention Center	<b>SOLD OUT</b> 1,426
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## After Hours

7-Eleven Presents Slurp	Hyatt Regency Waikiki Beach Resort and Spa	487
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**SATURDAY, NOVEMBER 4, 2017**

## Wine Seminars

SOMM: The Gang of Four	Halekulani	<b>SOLD OUT</b> 56
BURGUNDY: Through the Glass of Domaine Robert-Denogent	Halekulani	<b>SOLD OUT</b> 56
The Art of Food and Wine Pairing: A Match Made in Germany	Halekulani	<b>SOLD OUT</b> 54

## Signature Event

Decadence	Ko Olina Resort with Aulani, A Disney Resort & Spa and Four Seasons Resort O'ahu at Ko Olina	<b>SOLD OUT</b> 1,131
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**SUNDAY, NOVEMBER 5, 2017**

## Family Friendly Kids Event

HMAA Presents Keiki in the Kitchen Family Sunday	Hawai'i Convention Center	1,523
Keiki in the Kitchen Cooking Class-1	Hawai'i Convention Center	<b>SOLD OUT</b> 25
Keiki in the Kitchen Cooking Class-2	Hawai'i Convention Center	<b>SOLD OUT</b> 27
Keiki in the Kitchen Cooking Class-3	Hawai'i Convention Center	<b>SOLD OUT</b> 24

## Brunch Event:

Naughty & Nice Pool Party	Outrigger Reef Waikiki Beach Resort	153
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## Dinner Gala

Saks Fifth Avenue Presents Halekulani Culinary Masters Gala - A Tribute to Paul Bocuse	Halekulani	272
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# CULINARY HEROES: CALIFORNIA DREAMIN' FT. JEREMIAH TOWER AT THE KAHALA HOTEL & RESORT



Hawai'i Food & Wine Festival celebrated the launch of the Eighth Annual Festival with the first Culinary Heroes event. California Dreamin' featured a six-course wine-paired dinner, inspired by the culinary genius and pioneer of modern American cuisine, Jeremiah Tower. California Dreamin' reflected the start of the food revolution at Chez Panisse and Stars Restaurant where Tower set the stage for California cuisine. After dinner, Shep Gordon, celebrity talent manager and a founder of Hawai'i Regional Cuisine, moderated a special live interview with Tower about his life and journey as the "Last Magnificent."





# HEART & SOUL—STARRING LOCAL INGREDIENTS AT THE KAHALA HOTEL & RESORT

In 1976, the “California Regional Dinner” menu created by Jeremiah Tower at Chez Panisse was the match that lit the food revolution in America. Ingredients, not the preparation, were at the heart and soul of what led it. Ten of Hawai‘i’s top chefs created dishes inspired by the food revolution featuring Hawai‘i grown, caught, or raised ingredients. World-class California wines and cocktails, and a beachside grand fireworks finale that lit up the sky for an unforgettable epicurean evening.





# GIRLS' NIGHT OUT THIRSTY THURSDAY TASTINGS AT INTERNATIONAL MARKET PLACE

Hawai'i Food & Wine Festival brought together friends for a night of fashion, food, and cocktails. HFWF master mixologists lead groups to five great restaurants on International Market Place's Grand Lānai, where guests enjoyed food and cocktails inspired by a partnered retailer. Mixologist guides shared the latest bar trends while retailers talked about the latest fashion looks. The evening ended with an after-hours session at Saks Fifth Avenue with desserts and night cap, as well as a beauty station and how to look fabulous at the festival.







# UNDER THE TUSCAN SUN

## AT WAIKOLOA BEACH MARRIOTT RESORT & SPA

Guests were transported to central Italy through a six-course Tuscan feast that brought the region's rolling hills of olive groves and vineyards to life. Six chefs who participated in the popular 1990s food event Cuisines of the Sun, reunited to craft Italian dishes that were perfectly paired with Italian wine.





# ROY'S 21<sup>ST</sup> ANNUAL GOLF CLASSIC AT KĀ'ANAPALI GOLF COURSE

The 21<sup>st</sup> Annual Roy's Golf Classic, a benefit for Imua Family Services, teed off with celebrity chefs and golf pros at Kā'anapali Golf Course. The scramble format featured gourmet foods, beer, wine, and cocktails throughout the course, and the 19th hole awards dinner prepared by Roy's Kaanapali.





# SPIKED!

## AT SHERATON MAUI RESORT & SPA



At Spiked! at Sheraton Maui Resort & Spa, 13 distinguished chefs were challenged to push their seasoning envelopes. Guests explored a world of flavors from anise to za'atar, as they made their way from one station to the next. Stellar wines, refreshing cocktails, and craft beers were paired with the creative combinations that peppered each plate.





# KEIKI IN THE KITCHEN KĀ'ANAPALI AT WHALERS VILLAGE

Hawai'i Food & Wine Festival's popular Keiki in the Kitchen event made its Maui debut at Whalers Village! Headlining the free community event was YouTube baking star Rosanna Pansino, known for her series *Nerdy Nummies*. She decorated cupcakes with kids using her signature unicorn cupcake decorating kits. 17 celebrity chefs joined the kids for a day of food and fun activities for the whole family.





# SYMPHONY OF FLAVORS AT HYATT REGENCY MAUI RESORT AND SPA



As the sun set over the Pacific, the Hyatt Regency Maui Resort and Spa's Kitchen Stadium raised the baton for a dinner that hit all the right notes. Celebrity chef Robert Irvine got guests off to a rousing start at this six-course wine-paired dinner featuring dishes by seven culinary masters with wine pairings that would make Mozart swoon.





# THE HOWARD HUGHES CORP. PRESENTS CROPS & HOPS AT WARD VILLAGE



Locally grown emerging crops and more than 30 craft beers from around the world were the highlight at this grand tasting event at Ward Village. 11 celebrity chefs created dishes featuring breakthrough agricultural products grown in our islands. The event also included the second Emerging Crop Cook-Off with three chef finalists duking it out for the title of Emerging Crop King Chef with dishes using moringa grown in Wai'anae.





# FENG SHUI & COCKTAILS

## AT THE MODERN HONOLULU



Guests wandered around the Sunrise and Sunset pools at THE MODERN HONOLULU, exploring flavors of Asia by 13 chefs and invigorating cocktails by the country's finest mixologists. Feng Shui Master Clarence Lau was on deck giving personal readings for attendees who wanted to learn about their Year of the Boar prospects!





# HAWAIIAN AIRLINES PRESENTS WINEDERLAND AT HAWAI'I CONVENTION CENTER



Winederland, a fantasy world for oenophiles featured some of the finest wineries in France, Germany, Italy, and the United States, poured by their actual winemakers. Guests swirled, sipped, and savored acclaimed wines and paired them with dishes by 20 renowned chefs.





# 7-ELEVEN PRESENTS SLURP AT HYATT REGENCY WAIKIKI BEACH RESORT AND SPA

At our annual after party, six world-class chefs served up their creative takes on dishes you had to *slurp*. Serving thirst-quenching beers and hand-crafted cocktails, it was the only party where guests could loudly inhale their food!





# WINE SEMINARS AT HALEKULANI



Hawai'i Food & Wine Festival hosted three very special seminars for wine enthusiasts.

## **SOMM: The Gang of Four**

A once-in-a-lifetime opportunity to learn from Jean and Agnès Foillard, Charly Thévenet, and Mathieu Lapierre, while sipping on multiple vintages of their prized wines.

## **BURGUNDY: Through the Glass of Domaine Robert-Denogent**

An exhilarating tasting of world-class chardonnays led by Antoine and Nicholas Robert from Domaine Robert-Denogent.

## **The Art of Food and Wine Pairing: A Match Made in Germany**

Guests learned from three of Germany's greatest wine producers how well their wines pair with Asian flavors created by Chef Masaharu Morimoto.





# DECADENCE

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



12 world-renowned chefs prepared a lavish feast at Ko Olina's Lagoon with winemakers from across the country and mixologists mixing haute handcrafted cocktails for a night of pure indulgence. Saving the best for last, the night ended with a visual decadence of a fireworks extravaganza.





# NAUGHTY OR NICE

## AT OUTRIGGER REEF WAIKIKI BEACH RESORT



At this brunch event six talented chefs created two dishes—an indulgent, gluttonous, “naughty” dish and a soul-satisfying, vegan “nice” dish. This was a feast everyone could enjoy!  
And as always, the DIY Bloody Mary bar was a crowd favorite!





# HMAA PRESENTS KEIKI IN THE KITCHEN FAMILY SUNDAY AT HAWAI'I CONVENTION CENTER



HMAA Presents Keiki in the Kitchen Family Sunday was a treat for all ages. Keiki had an opportunity to meet and take photos with celebrity chefs, partake in keiki cooking classes, interact with finalists of the Hawai'i Gas Localicious Recipe Contest, participate in fitness challenges against chefs, shop at our Zippy's Made in Hawai'i Marketplace for Kids by Kids, decorate cupcakes with Ace of Cakes star, Duff Goldman, and enjoy live entertainment.





# SAKS FIFTH AVENUE PRESENTS HALEKULANI CULINARY MASTERS GALA - A TRIBUTE TO PAUL BOCUSE AT HALEKULANI



In honor of Paul Bocuse, the celebrated, influential French chef, Hawai'i Food & Wine Festival paid tribute to his legacy. Appointed "chef of the century" by the Culinary Institute of America, Bocuse led the way for culinary innovation with fresh ingredients and unexpected flavor combinations at his three-Michelin-starred eponymous restaurant outside of Lyon. Six world-class chefs took inspiration from the art of Chef Bocuse and created a memorable six-course wine-paired dinner.





# MAHALO TO OUR SPONSORS

With the support of our valued sponsors, Hawai'i Food & Wine Festival 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 endeavors. We produce world-class culinary experiences which support the farmers, students, chefs, and the people who call Hawai'i home.



Hawai'i Food & Wine Festival announced that it donated \$384,750 to local culinary, agricultural and community organizations statewide. Proceeds from the eighth annual event went to 21 non-profit partners that contribute to the Festival through many different levels including student volunteers, agricultural educational activities, event concepts, fundraising, cultural enrichment, as well as to its overall success.

HFWF has given back nearly \$2.5 million to various communities in Hawai'i. The 2018 beneficiaries were:

1. Culinary Institute of the Pacific - \$80,000
2. KCC Culinary Arts Program - \$55,000
3. KCC Hospitality and Tourism Program \$20,000
4. Leeward Community College Culinary Program - \$25,000
5. Hawai'i Island Community College Culinary Program - \$10,000
6. Maui Culinary Academy - \$10,000
7. Hawai'i Agricultural Foundation - \$70,000
8. Imua Family Services - \$50,000
9. Maui County Farm Bureau - \$20,000
10. Hawaii Seafood Council - \$5,000
11. Hawai'i Farm Bureau Federation - \$2,500
12. Paepae o He'eia - \$7,500
13. Papahana Kuaola - \$7,500
- Eight public high schools were awarded - \$21,750
  1. Olomana School - \$7,500
  2. Waipahu High School - \$3,500
  3. Farrington High School - \$3,000
  4. Leilehua High School - \$3,000
  5. Roosevelt High School - \$1,500
  6. Kalani High School - \$1,500
  7. Mililani High School - \$1,500
  8. Radford High School - \$750







# MEDIA RESULTS

JANUARY 1 - NOVEMBER 30, 2018

Total Reach

611,309,249

Total Publicity Value

\$8,663,055

**SOURCES: MELTWATER, NEWS EXPOSURE, SPROUT SOCIAL**

The Eighth Annual Hawai'i Food & Wine Festival was another successful event with local, national, and international media outreach.

Included are some of the publications and outlets that covered Hawai'i Food & Wine Festival. For a full list and clippings, please contact Lesa Griffith at [lesa@hawaiifoodandwinefestival.com](mailto:lesa@hawaiifoodandwinefestival.com)



# PUBLICATIONS & OUTLETS

## TELEVISION

### National:

- Cooking Channel: Cupcake Wars
- Universal Kids: Top Chef Junior

### Local:

- Hawaii News Now (KGMB and KHNL)
- KHON 2
- KITV 4
- Living 808

## RADIO

### International:

- Cable Radio Network: What's Cookin' Today (Canada)\
- InterFM "iHeart Hawaii"
- LOVE FM

### Local:

- iHeartMedia (KSSK-FM/KHVH-AM)

## PRINT

### National:

- AAA Hawai'i
- Baltimore Sun
- Marin Magazine
- Robb Report
- San Diego Union-Tribune
- San Francisco Chronicle
- Seattle Met
- Seattle Times
- Sun Sentinel
- Travel Age West

### Local:

- Aloha Street
- Big Island Traveler
- Hawaii Business News
- Hawaii Hochi
- HI Luxury
- Honolulu Star Advertiser
- I Heart Hawaii Koreatown
- Midweek
- Modern Luxury Hawai'i
- Oahu Concierge
- Pacific Business News
- West Hawaii Today

### International:

- Eheu, Japan Airlines inflight
- Forbes Korea
- HanaHou!, Hawaiian Airlines inflight, Japanese edition
- Lea Lea



# ONLINE

## National:

- AARP.org
- Baltimore Sun
- Cheapism.com
- Chicago Tribune
- CreditCards.com
- D Magazine
- Destinations of the World
- Fodor's Travel Guides
- Forbes Travel Guide
- Hawai'i Magazine
- Matador Network
- Modern Luxury Hawai'i
- Montage Magazine
- Oenologist
- Robb Report
- San Diego Union-Tribune
- San Francisco Chronicle
- Seattle Met
- Seattle Times
- SmarterTravel
- Sun Sentinel
- TravelAgeWest.com
- Travel Channel
- Travel Pulse
- Travel Week

- Travel Wire News
- TripSavvy
- Tropix Traveler
- USA Today
- US News & World Report

## Local:

- Aloha-Street.com
- Hawaii Business News
- Honolulu Magazine
- Lighthouse Hawaii
- MauiNow.com
- Maui Time
- Midweek
- West Hawaii Today

## International:

- AllAbout.co.jp
- Aloha Girl
- CQ.QQ
- Hawaii-arukikata.com
- Hawaiist
- Kau Kau
- Model Press
- Sohu
- TravelVision
- Travel Weekly Australia
- Travel Weekly China
- Visit USA





# CLIPS

Included are samplings of media coverage for the 2018 Hawai'i Food & Wine Festival.  
For a full list of clippings, please contact Lesa Griffith at [lesa@hawaiifoodandwinefestival.com](mailto:lesa@hawaiifoodandwinefestival.com)

**Cuteness Overload**

A kids, we were to do not to play with our food; today, chefs and bakers are doing just that—and creating whimsical edible art. Here are some treats found in Honolulu that rank high on the kawaii scale. At least three days' notice is required for custom and large orders. —Cheryl Chee Rustum

**Panda Dimsam**  
City Square Inside Chinatown Market Place, 1100 Kalia Avenue, Honolulu 10016-4291  
The panda, bee, hedgehog, pig, hot lady, character, and Dimple M. V. are all in this cutting shop are available. If you're looking for a little extra, they have a lot of other things like: square, sweet potato, brown, and apple pies and the color of your food. They also have a lot of other things like: square, sweet potato, brown, and apple pies and the color of your food. They also have a lot of other things like: square, sweet potato, brown, and apple pies and the color of your food.

**Hokulani Bake Shop**  
Hawaii Food & Wine Festival  
500 Ala Moana Boulevard, Honolulu 10016-2535  
Hokulani Bake Shop is a local bakery that has been in business for over 30 years. They have a lot of other things like: square, sweet potato, brown, and apple pies and the color of your food. They also have a lot of other things like: square, sweet potato, brown, and apple pies and the color of your food.

**Watanabe Bakery**  
1045 S. Beretia Street, Honolulu 10016-1076  
Watanabe Bakery is a local bakery that has been in business for over 30 years. They have a lot of other things like: square, sweet potato, brown, and apple pies and the color of your food. They also have a lot of other things like: square, sweet potato, brown, and apple pies and the color of your food.

**Denise Yamaguchi**

3 Questions With...

**What's one of your favorite restaurants?** Many of us are familiar with the local food scene, but Denise Yamaguchi, chef and co-owner of the local food scene, has a lot of other things like: square, sweet potato, brown, and apple pies and the color of your food. They also have a lot of other things like: square, sweet potato, brown, and apple pies and the color of your food.

**Fodor's Travel**

12 Global Food Festivals Worth the Trip

**Hawaii Food and Wine Festival**

WHERE: Honolulu

Founded by James Short, award-winning chef and restaurateur, the Hawaii Food and Wine Festival is a celebration of the island's diverse food and wine scene. The festival features a variety of events, including food and wine tastings, cooking demonstrations, and live music. The festival is held at the Hawaii Convention Center in Honolulu.

**Forbes TRAVEL GUIDE**

Where do you want to go?

Destinations Stories Award Winners Offers

**Where To Travel In October**

By Contributor Sarah Chanin

OCTOBER 1, 2018

**Whitman's**

View More on Instagram

But if you're craving local flavors now, hit up the eighth annual Hawaii Food & Wine Festival, taking place October 6 through 8. The yearly event celebrates the island nation's unique cuisine with three weekends of coastal parties, cooking demonstrations, tasting tents and seminars across Oahu, Maui and the Big Island.

Destinations / GO HAWAII

## Local Heroes

Every year we like to recognize Northern California chefs and winemakers scheduled to appear at the Honolulu Food and Wine Festival. Since its beginnings the festival has raised over \$2 million for island food-based causes. Now in its eighth year, the multi-day event runs October 6-8 and includes the following Bay Area and wine country talents.



**BAY AREA CHEFS**  
Chris Costantino, Cockle & Crab, San Francisco  
Jason Lee, Commonwealth, San Francisco  
Brandon Lee, Mitter, San Francisco  
Ravi Kapur, Liholihi Yacht Club, San Francisco  
Jordan Keao, Aina, San Francisco  
Rafaela Long, R. Patisserie, San Francisco  
Charles Phan, The Slanted Door, San Francisco

**NORTHERN CALIFORNIA WINEMAKERS**  
Anita Faria, Tava Winery, Napa Valley  
Ashley Hemphill, Joseph Phelps Vineyards, Napa Valley  
Michael Kennedy, Component Wine Company, Napa Valley  
Mike Kline, Saline Winery, Napa Valley  
Mike Officer, Carlini Winery and Vineyards, Sonoma  
Donald Pata, Secret Door, Napa Valley, Maritana Vineyards, Russian River Valley, Terroir Winery, Rhine Valley (France) and Mendocino County  
Michael Staud, Olio Winery, Napa Valley  
Schmidt, The Slanted Door, San Francisco



## Come on Over

Not only is a visit to Hawaii's Big Island safe, the deals will rock your world. **GO HAWAII**  
Everyone has been watching the news about Hawaii Island—a.k.a. the Big Island—but don't let the images of the erupting volcano scare you off. The fact is that the island is isolated to the Puna district on eastern Hawaii, and it's occurring in a 10-square-mile area of a 1,600-square-mile island. Those glad to be the island's food and wine scene, the entire island of Hawaii is being overrun with lava, but that's not the case, and the volcano is certainly not affecting the rest of the state. The geologic and cultural significance of what's happening is what's truly exciting, despite the devastating loss of homes. Michael Kamoharui, a kumu hula (master hula teacher) and cultural practitioner, says it best: "How many can say they are creation happen? It's not like the world is ending on Hawaii Island. The world is beginning." For the latest updates, visit the Hawaii Tourism Authority site, which is helping visitors better understand the actual situation.

**NO MORE O** Hawaii Governor David Ige recently signed Senate Bill 2571, which prohibits the sale or distribution of any sunscreen that contains the chemicals oxybenzone and/or octinoxate in Hawaii to anyone without a prescription from a licensed health care provider starting in 2021. Scientists believe that these ingredients commonly found in sunscreen contribute to coral bleaching (experts continue to debate human health risks). "We are blessed in Hawaii to be home of some of the most beautiful natural resources on the planet," Ige said during the bill-signing ceremony. "But our natural environment is fragile and our own interaction with the earth can have everlasting impacts, and this bill is a small first step worldwide to really caring about our corals and our reefs in a way that no one else anywhere in the world has done." Groups supporting the bill include the Office of Hawaiian Affairs, Friends of Hanalei Bay and the Hawaii Fishing and Boating Association, with opposition coming from the Hawaii Food Industry Association, ABC Stores and the Hawaii Medical Association. Want to get a head start on saving the coral reefs? Mami's Hint water company has a newly-launched oxybenzone- and paraben-free sunscreen. [drinkhint.com/sunscreen-M.T.T](http://drinkhint.com/sunscreen-M.T.T)

90 AUGUST 2018 MARIN





## A Culinary Road Trip through Oahu: There's More to Hawaii than Surf, Sun, and Sand

November 20, 2018



### Hawaii Food & Wine Festival

Taking place over almost the entire month of October and spanning multiple islands, the Hawaii Food & Wine Festival is an unforgettable event where locals and travelers alike can indulge and experience tastings from chefs from all over the nation. Also a unique opportunity to see founders and chairmen like Chefs Roy Yamaguchi and Alan Wong, the Hawaii Food & Wine Festival is a celebration of yet another thing that make these islands in the Pacific even more special. Don't fret if you missed out on this year's celebrations, you can Save the Date for next year's event: October 5-27, 2019.



### TOP NEWS

## Jeremiah Tower to launch Hawaii Food & Wine Festival

By [Betty Shimabukuro](#) | February 5, 2018 | Updated February 5, 2018 10:14am



ASSOCIATED PRESS

Jeremiah Tower works in the kitchen at his home in Mexico in 2014.

### TRAVELAGE WEST

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MARTY WENTZEL  
Contributing Editor, Hawaii

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## What to Do This Fall in Hawaii

Sep 30, 2018



Oahu takes its turn as host of the Hawaii Food and Wine Festival in late October.  
Credit: 2018 Hawaii Food and Wine Festival

There's never a bad time to visit Hawaii, but fall features an exceptionally long list of advantages for Aloha State vacations. The kids are back in school, which means couples and friends traveling together find fewer crowds and cheaper rates around the islands. Getting to Hawaii is easier than ever, too.



SFGATE LOCAL NEWS SPORTS REAL ESTATE BUSINESS A&E EAT + DRINK LIVING TRAVEL OBIT

DATEBOOK  
SAN FRANCISCO CHRONICLE

Expand your cultural boundaries!  
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your arts & entertainment guides.

EXPLORE

## Chef Works Returns to Sponsor Hawaii Food & Wine Festival

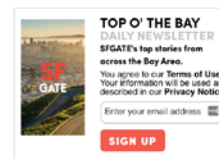
PRWeb Published 4:00 pm PDT, Wednesday, September 26, 2018



Global culinary apparel leader has sponsored HFWF previous seven years



Room&Board



SAN DIEGO (PRWEB) September 26, 2018

Chef Works, the global leader in culinary and hospitality apparel, is thrilled to be returning to the Hawaii Food & Wine Festival (HFWF) for the eighth straight year as the official apparel sponsor.

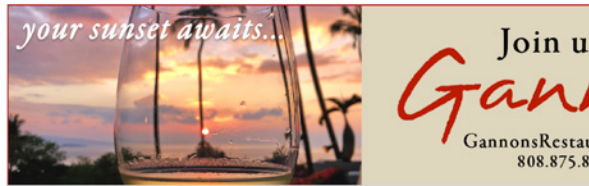
Thousands of people will converge across three islands from Oct. 6 to 28 to take part in what has become one of the country's premier food and wine events.

"We're proud to have been with Hawaii Food & Wine since its inception eight years ago when our Vice President of Innovation, Marcee Katz, began this journey with Roy and Denise Yamaguchi," said Amanda Stuckey, vice president of marketing for Chef Works. "Needless to say we have enjoyed watching it blossom into one of the year's must-attend events. You'd be hard-pressed to find a more beautiful setting for a festival than the paradise that is Hawaii. We can't wait to reconnect with old friends and make some new ones."

Chef Works will be donating hundreds of garments, including custom-made chef coats using a Hawaiian print by aloha wear brand Reyn Spooner, hats,



MAUI FOOD AND DINING



## Maui Hosts Hawai'i Food & Wine Festival Oct. 19-21

October 5, 2018, 9:38 AM HST - Updated October 5, 9:38 AM

0 Comments

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Lobster Tamale Pie with Paddlefish Caviar by made by Chef Pyles at the festival last year. He will be one of the chefs at Spiked! at Sheraton on Oct. 20. Courtesy photo.

The Hawai'i Food & Wine Festival expands its reach on Maui this year with the addition of a fourth event—Keiki in the Kitchen Kā'anapali on Oct. 21. Set in picturesque Kā'anapali, the festival offers something for everyone, from a chance for kids to meet famous chefs and taste Kula-grown tomatoes to an indulgent sit-down feast under the stars for discerning adults.

Last year, Hawai'i Food & Wine Festival's landmark seventh-annual event raised a record \$414,000 for 23 non-profit beneficiaries, including several from Maui. The 2018 events attracted more than 10,000 attendees for the first time, boosting total giving from Hawai'i Food

& Wine Festival to more than \$2 million in a span of seven years.

Maui is clearly a food destination; here are the events scheduled for the Valley Isle between Friday, Oct. 19 and Sunday, Oct. 21, 2018:

USNews

## 30 Fall Family Vacation Ideas

Kyle McCarthy 10/17/2018



22/31 SLIDES © (Getty Images)

Full screen

Feast on gourmet fare at the Hawaii Food and Wine Festival in the Hawaiian Islands The eighth annual Hawaii Food and Wine Festival kicks off this year between Oct. 6 and 28. Co-founded by James Beard Award-winning chefs Roy Yamauchi and Alan Wong, the festival's various food and wine events help raise

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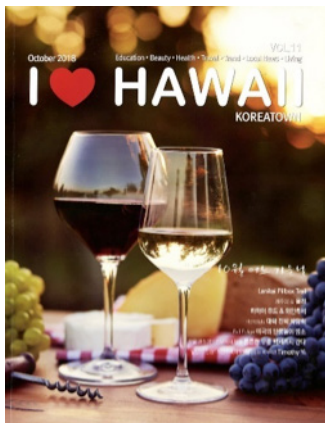
## 10 can't-miss things to do in Hawaii

Try new flavors, Oahu: Oahu is the very belly of the on-the-rise food-and-wine culture in Hawaii, a place where outsiders' experiences of "local eats" were once limited to Spam and imported pineapple. These days, Honolulu plays host to the Hawaii Food & Wine Festival — where local chefs highlight the state's bounty of produce, beef and

It's a savings of more than **\$1,000** your first year over Verizon and AT&T. Compared to Verizon Go Unlimited and AT&T Unlimited & More for 5 lines, features differ.

Sprint







# #HFWF18

## WEBSITE & SOCIAL MEDIA

### WEBSITE

WWW.HFWF.ME

157,447

TOTAL NUMBER OF SESSIONS  
SPENT ACTIVELY ON WEBSITE

802,157

TOTAL NUMBER OF PAGES VIEWED

1:53

AVERAGE LENGTH OF SESSION

### FACEBOOK

HAWAI'I FOOD & WINE FESTIVAL

13,022

TOTAL FACEBOOK FANS  
AS OF NOVEMBER 30, 2018

17.1%

FAN GROWTH IN 2018

832,799

NUMBER OF UNIQUE PEOPLE  
WHO SAW HFWF CONTENT



## INSTAGRAM

@HIFOODWINEFEST

15,612

TOTAL INSTAGRAM FOLLOWERS  
AS OF NOVEMBER 30, 2018

14.2%

FOLLOWER GROWTH IN 2018

1,040,708

NUMBER OF UNIQUE PEOPLE WHO  
SAW HFWF CONTENT

## TWITTER

@HIFOODWINEFEST

4,675

TOTAL TWITTER FOLLOWERS  
AS OF NOVEMBER 30, 2018

1.2%

FOLLOWER GROWTH IN 2018

12,201

NUMBER OF UNIQUE PEOPLE  
WHO SAW HFWF CONTENT



# WEBSITE

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

Data Pulled from January 1, 2018 - November 30, 2018.

## SESSIONS: 157,820

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: 113,820

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

## PAGEVIEWS: 485,157

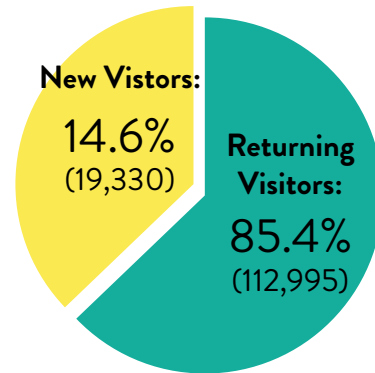
The total number of pages viewed. Repeated views of a single page are counted

## AVG SESSION DURATION: 00:01:53

Average length of session

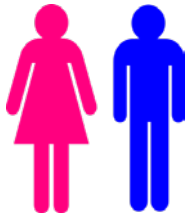
## % NEW SESSIONS: 70.16%

An estimate of the percentage of first time visits



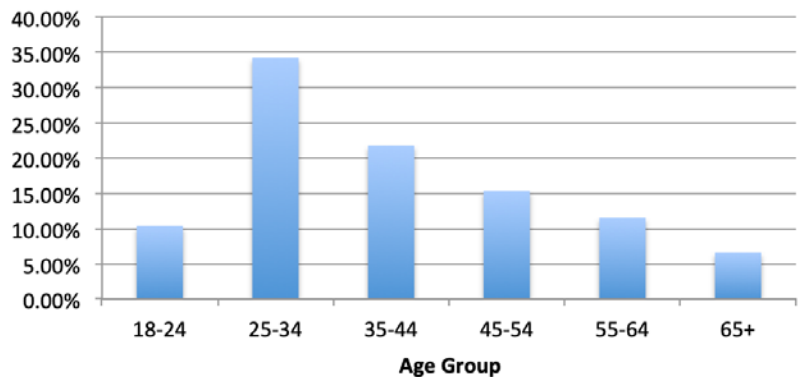
## AGE & GENDER DEMOGRAPHICS:

Female:  
69.5%



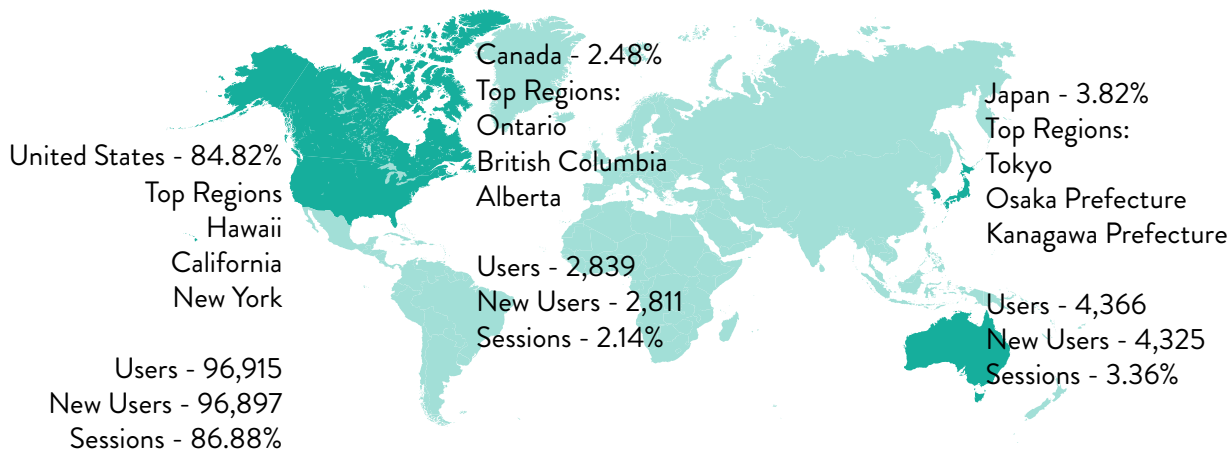
Male:  
30.5%

## Website Age Demographic



## WEBSITE AUDIENCE:

Top 3 Ranking Countries





# FACEBOOK

www.facebook.com/HawaiiFoodandWineFestival



**TIME PERIOD:** January 1, 2018 - November 30, 2018

**TOTAL LIKES:** 13,022

 **INCREASE IN LIKES IN 2018:** 3,853

**ENGAGEMENT:** 32,866

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

**MESSAGES SENT:** 359

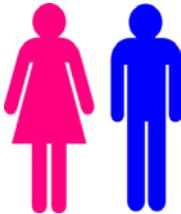
The number of pieces of content posted by HFWF.

**REACH:** 832,799

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

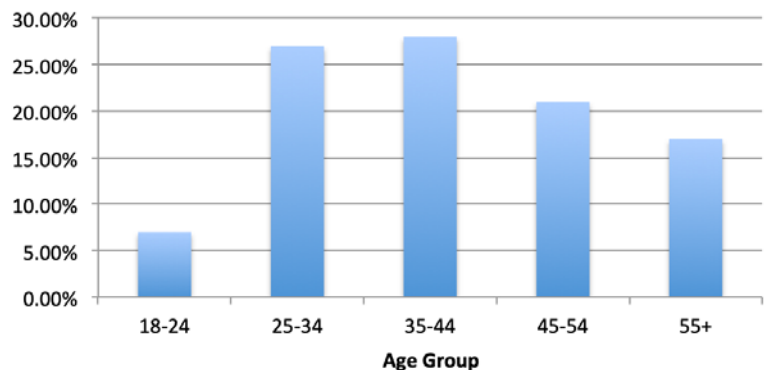
## AGE & GENDER DEOGRAPHICS:

**Female:**  
70%



**Male:**  
30%

## Facebook Age Demographic



## TOP FACEBOOK POSTS:



5,885 People Reached



3,345 People Reached



3,482 People Reached



2,863 People Reached

# INSTAGRAM

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



TIME PERIOD: January 1, 2018 - November 30, 2018

TOTAL FOLLOWERS: 15,612

↑ INCREASE IN FOLLOWERS IN 2018: 1,992

TOTAL PIECES OF MEDIA: #HFWF18 was used 1,599



**1.042 million**  
Total Impressions



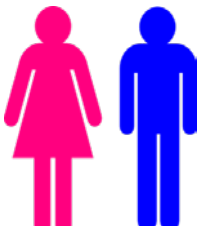
**18,087**  
Total Engagement



**10.6%**  
Increase in  
Engagement

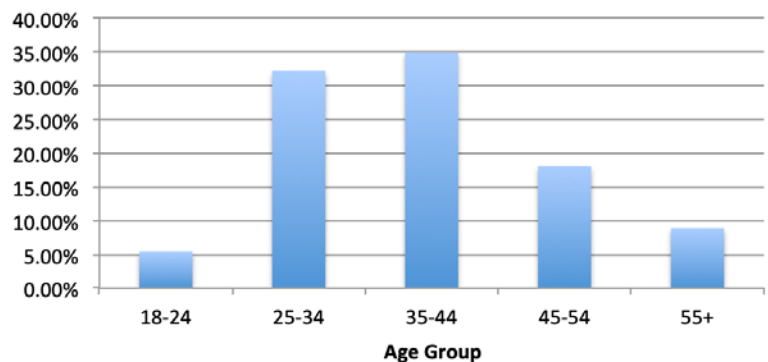
## AGE & GENDER DEMOGRAPHIC

Female:  
62%



Male:  
38%

## Instagram Age Demographic



## TOP INSTAGRAM POSTS:



@hifoodwinefest  
489 Engagements



@hifoodwinefest  
460 Engagements



@hifoodwinefest  
399 Engagements



@hifoodwinefest  
342 Engagements



# TWITTER

www.twitter.com/HIFoodWineFest



TIME PERIOD: January 1, 2018 - November 30, 2018

TOTAL FOLLOWERS: 4,675

↑ INCREASE IN FOLLOWERS IN 2018: 75



**369,300**  
**IMPRESSIONS**

Total number of times a Tweet has been seen



**19,635,600**  
**REACH**

Number of unique people who saw any content about Twitter posts



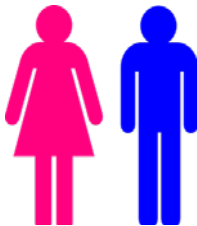
**397**  
**LINK CLICKS**

Number of times user clicked on URLs in your Tweet

## GENDER DEMOGRAPHICS:

Female:

61%



Male:

39%

## TOP TWITTER POSTS:

Look who's helping kids make [#unicorn](#) cupcakes [@WhalersVillage](#) in [@KaanapaliMaui](#) 10/21! [@RosannaPansino](#)! Register online in advance for free admission: [bit.ly/2OUlsnG](#) [#maui](#)



933,782  
Potential Reach

Calling all keiki—join us for this free event at the Whalers Village Center Court on Sunday, 10/21/18! Be one of the first 120 guests to arrive and decorate a unicorn cupcake with [@YouTube](#) star [@RosannaPansino](#)! [bit.ly/KIKKaanapali](#)



930,480  
Potential Reach

Who doesn't love a fabulous rooftop party? At [@HawaiianAir](#) presents Winederland on Oct 26 at [@HawaiiConventionCtr](#), 20 great chefs and 20 great red wines will be shining stars of the night. You won't want to miss this! [bit.ly/2NYtXBq](#)



212,335  
Potential Reach

DAY 3 of [#HFWF18](#) on Oahu: Winederland presented by [@HawaiianAir](#) kicked off the evening of two events with wine, wine, and more wine! Not to mention the 20+ dishes from renowned chefs. The festival continues today and tomorrow! [hfwf.me](#)



36,643  
Potential Reach





# SEE YOU IN 2019!



S  
HERN G

& SPIRITS



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## 2018 FESTIVAL TEAM

**Denise Yamaguchi** - Chief Executive Officer  
**Aya Leslie** - Director of Development & Operations  
**Rya Sekimoto** - Culinary Coordinator/Executive Assistant  
**Lesa Griffith** - Director of Marketing & Public Relations  
**Teri Matsukawa** - Financial Advisor  
**Jason Peel** - Executive Chef  
**S. Morris and Associates, LLC** - Asia Public Relations  
**Becker Communications** - Social Media

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**Shep Gordon** - Director  
**Warren Shon** - Director  
**Mark Teruya** - Director

**SAVE THE DATE**  
**HF WF19**  
**OCTOBER 5 - 27, 2019**

**ISLAND OF HAWAII: OCTOBER 5, 2019**  
**MAUI: OCTOBER 18 - 20, 2019**  
**O'AHU: OCTOBER 23 - 27, 2019**