



HAWAII  
FOOD & WINE  
FESTIVAL®

PRESENTED BY



First Hawaiian Bank. &



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



TENTH ANNUAL HAWAII FOOD & WINE FESTIVAL  
NOVEMBER 6 - 21, 2020

FRESH ALOHA DIRECT



# STRONGER TOGETHER





The background of the image shows an outdoor food festival. In the foreground, there are stacks of cardboard boxes on wooden pallets. The boxes are labeled 'BOX A', 'BOX B', and 'BOX C' and feature a logo with a house and palm trees. Behind the boxes, there are green and blue tents. The scene is set outdoors with trees in the background.

# 2020

While HFWF20 looked and felt much different than in previous years, our mission was resolute – to put a spotlight on Hawai‘i as a culinary destination and to showcase the very best of what Hawai‘i has to offer – its natural beauty, culture, food and people.

Success is subjective and while we hosted far less attendees, our voice and our impact were far greater.

# A LOOK BACK AT 2020

*The year of COVID-19, innovations and celebration*

**MARCH**

**FOOD-A-GO-GO**

In partnership with Hawai'i Agricultural Foundation, HFWF supported the creation and management of Food-A-Go-Go, a free community resource offering a real-time database of Hawai'i restaurants that are open for dine-in, takeout or delivery, as well as farmers and growers, value-added producers and purveyors selling locally grown or produced items.

HFWF coordinated more than 50 of our chefs, winemakers and mixologists to start a crowd fundraising campaign that raised more than \$160,000 for restaurant and bar workers laid off in Hawai'i as a result of the pandemic. The campaign brought many smiles as our alumni participants sang their hearts out on social media.

**APRIL**

**A-L-O-H-A  
CHALLENGE**

**APRIL -  
JUNE  
KOKUA  
RESTAURANT  
WORKERS  
FUND**

Through HFWF's gracious donors and supporters of the restaurant industry workers, over 600 unemployed restaurant workers received a \$250 restaurant card to help them make ends meet.



In partnership with Ham Produce & Seafood, HFWF held four major food distributions in Honolulu and Kā'anapali. The 35-pound produce box lifted some weight off the shoulders of more than 1,250 hospitality workers who were laid off as a result of the pandemic.

**JULY -  
SEPTEMBER**

**KOKUA BOX**

**AUGUST -  
NOVEMBER**  
**VIRTUAL EVENT  
SERIES**

HFWF organized three virtual event series, Talk Story & Pau Hana and Cook & Drink Along, as well as the Localicious Recipe Contest and Dress Up and Decorate for Halloween. The virtual events provided an interactive, safe and fun alternative since dining out and social gatherings were limited, while providing an educational and memorable experience for the whole family to enjoy.

HFWF decided to proceed with exclusive dining experiences because the local restaurants, as well as our visitor industry and other small businesses, needed the community's support to survive. HFWF hosted ten collaboration dinners at local restaurants on O'ahu, showcasing local and guest celebrity chef talent and a modified golf tournament on Maui.

**NOVEMBER**  
**COLLABORATION  
DINNERS**



# SCHEDULE OF EVENTS



HFWF was to mark its 10<sup>th</sup> Anniversary with a celebration of culinary excellence in our community in 2020. As a result of the COVID-19 pandemic, we considered cancelling our events, but instead, launched innovative and imaginative initiatives throughout the year which included both virtual and in-person events.



**AUGUST 20, 2020**

Virtual Event	Talent	Tickets Sold
Talk Story & Pau Hana with HFWF: COVID Conversations	<ol style="list-style-type: none"> <li>1. Ravi Kapur, Liholiho Yacht Club – San Francisco, CA</li> <li>2. Michelle Karr-Ueoka, MW Restaurant – Honolulu, HI</li> <li>3. Stephan Pyles, Stephan Pyles Concepts – Dallas, TX</li> <li>4. Nancy Silverton, Mozza Restaurant Group – Los Angeles, CA</li> <li>5. Ming Tsai, Blue Dragon – Boston, MA</li> <li>6. Lee Anne Wong, Papa'aina at The Pioneer Inn – Lahaina, HI</li> <li>7. Roy Yamaguchi, Roy Yamaguchi Group of Restaurants – Honolulu, HI</li> </ol>	172

**SEPTEMBER 3, 2020**

Virtual Event	Talent	Tickets Sold
Armstrong Produce Presents Cook & Drink Along: Sushi & Shochu	<ol style="list-style-type: none"> <li>1. Justin Park, Bar Leather Apron – Honolulu, HI</li> <li>2. Roy Yamaguchi, Roy Yamaguchi Group of Restaurants – Honolulu, HI</li> </ol>	134

**SEPTEMBER 17, 2020**

Virtual Event	Talent	Tickets Sold
HMAA Presents Talk Story & Pau Hana: Breaking the Kitchen Door	<ol style="list-style-type: none"> <li>1. Elizabeth Blau, CEO, Blau &amp; Associates – Las Vegas, NV</li> <li>2. Elizabeth Falkner, Chef, Author, Artist – Los Angeles, CA</li> <li>3. Joanna James, Producer, Editor, Director, “A Fine Line” Movie – New York, NY</li> <li>4. Jackie Lau, Culinary Specialist for Sysco Hawai'i and former Executive Corporate Chef of Roy's Hawaii – Honolulu, HI</li> <li>5. Niki Nakayama, Chef and Proprietor, n/naka – Los Angeles, CA</li> <li>6. Clarice Turner, President, Joseph Phelps Vineyards – St. Helena, CA</li> <li>7. Janice Wald Henderson, Culinary Travel Journalist – Los Angeles, CA</li> </ol>	234



**OCTOBER 1, 2020**

Virtual Event	Talent	Tickets Sold
Armstrong Produce Presents Cook & Drink Along: Seafood Boil	<ol style="list-style-type: none"> <li>1. Chuck Furuya, Master Sommelier – Honolulu, HI</li> <li>2. Michelle Karr-Ueoka, MW Restaurant – Honolulu, HI</li> <li>3. Wade Ueoka, MW Restaurant – Honolulu, HI</li> </ol>	118

**OCTOBER 29, 2020**

Virtual Event	Talent	Tickets Sold
Armstrong Produce Presents Cook & Drink Along: Perfect Steak & Bourbon	<ol style="list-style-type: none"> <li>1. Jen Ackrill, Cocktail Artist – Honolulu, HI</li> <li>2. Lance Kosaka, 53 By The Sea – Honolulu, HI</li> </ol>	79

**OCTOBER 31, 2020**

Virtual Event	Talent	Tickets Sold
HMAA Presents Keiki in the Kitchen: Dress Up & Decorate	<ol style="list-style-type: none"> <li>1. Nixon Dabalos, Madcakez – Honolulu, HI</li> <li>2. Cori Nakamoto, Cori's Cake Dreams – Waipahu, HI</li> <li>3. Mark Noguchi, The Pili Group – Honolulu, HI</li> <li>4. Brian Sung, Foodland Super Market – Honolulu, HI</li> <li>5. Adam Richman, Television Host, Food &amp; Travel Enthusiast, Author – Brooklyn, NY</li> </ol>	303

**NOVEMBER 5, 2020**

Virtual Event	Talent	Tickets Sold
DTRIC Insurance Presents Hawai'i's Best Mocktails	<ol style="list-style-type: none"> <li>1. Jon Matsubara, FEAST – Honolulu, HI</li> <li>2. Chandra Lucariello, Southern Glazer's Wine &amp; Spirits – Honolulu, HI</li> <li>3. Dave Newman, Pint &amp; Jigger – Honolulu, HI</li> <li>4. Kyle Reutner, Ko Hana Agricole Rum – Kunia, HI</li> <li>5. Gwen Whiting, Gin &amp; Julep Cocktail Co. – Honolulu, HI</li> </ol>	123



**NOVEMBER 6, 2020**

Collaboration Dinner	Talent	Tickets Sold
Viva La Vino at Swell Bar at 'Alohilani Resort Waikiki Beach	<ol style="list-style-type: none"> <li>1. Michael Chiarello, Bottega Napa Valley – Yountville, CA</li> <li>2. David Lukela, 'Alohilani Resort Waikiki Beach – Honolulu, HI</li> <li>3. Alex Stratta, Stratta Kitchen – Scottsdale, AZ</li> </ol>	82

**NOVEMBER 7, 2020**

Collaboration Dinner	Talent	Tickets Sold
SpikEd! at Mud Hen Water	<ol style="list-style-type: none"> <li>1. Ed Kenney, Mud Hen Water – Honolulu, HI</li> <li>2. Spike Mendelsohn, PLNT Burger – Bethesda, MD</li> </ol>	53

**NOVEMBER 8, 2020**

Collaboration Dinner	Talent	Tickets Sold
The Spice of Life: A Tribute to Floyd Cardoz at TBD... at Lotus Honolulu	<ol style="list-style-type: none"> <li>1. Vikram Garg, TBD... at Lotus Honolulu – Honolulu, HI</li> </ol>	66

**NOVEMBER 11, 2020**

Collaboration Dinner	Talent	Tickets Sold
Brothers From Another Mother at Miro Kaimuki	<ol style="list-style-type: none"> <li>1. Chris Kajioka, Miro Kaimuki – Honolulu, HI</li> <li>2. Mourad Lahlou, Mourad – San Francisco, CA</li> </ol>	88

**NOVEMBER 13, 2020**

Golf Tournament	Talent	Tickets Sold
23 <sup>rd</sup> Annual Roy's Golf Classic at Kā'anapali Golf Course and Roy's Kaanapali	<ol style="list-style-type: none"> <li>1. Roy Yamaguchi, Roy's Hawaii – Kā'anapali, HI</li> </ol>	72

**NOVEMBER 14, 2020**

Collaboration Dinner	Talent	Tickets Sold
Masqued at 53 By The Sea	<ol style="list-style-type: none"> <li>1. Michelle Karr-Ueoka, MW Restaurant – Honolulu, HI</li> <li>2. Lance Kosaka, 53 By The Sea – Honolulu, HI</li> <li>3. Raphael Lunetta, Lunetta – Santa Monica, CA</li> <li>4. Wade Ueoka, MW Restaurant – Honolulu, HI</li> </ol>	100



**NOVEMBER 15, 2020**

Collaboration Dinner	Talent	Tickets Sold
Duck, Duck, Goose and Amor: A Tribute to Ed Morita at La Vie in The Ritz-Carlton Residences, Waikiki Beach	<ol style="list-style-type: none"> <li>1. Shaymus Alwin, La Vie by G.Lion – Honolulu, HI</li> <li>2. Michael Ginor, Lola – Great Neck, NY</li> </ol>	58

**NOVEMBER 18, 2020**

Collaboration Dinner	Talent	Tickets Sold
Native Feast at Maui Brewing Company at Waikiki Beachcomber by Outrigger	<ol style="list-style-type: none"> <li>1. Kealoha Domingo, Nui Kealoha – He‘eia, HI</li> <li>2. Terry Lynch, Maui Brewing Co. – Honolulu, HI</li> <li>3. Roy Yamaguchi, Roy’s Hawaii – Honolulu, HI</li> </ol>	97

**NOVEMBER 19, 2020**

Collaboration Dinner	Talent	Tickets Sold
The Pig & The Slanted Door at Piggy Smalls	<ol style="list-style-type: none"> <li>1. Andrew Le, Piggy Smalls – Honolulu, HI</li> <li>2. Charles Phan, The Slanted Door – San Francisco, CA</li> </ol>	80

**NOVEMBER 20, 2020**

Collaboration Dinner	Talent	Tickets Sold
Bon Appetit at Hoku’s at The Kahala Hotel & Resort	<ol style="list-style-type: none"> <li>1. Jonathan Mizukami, The Kahala Hotel &amp; Resort – Honolulu, HI</li> <li>2. Philip Tessier, PRESS – St. Helena, CA</li> </ol>	88

**NOVEMBER 13, 2020**

Golf Tournament	Talent	Tickets Sold
Let the Good Times Roll at The Original Roy’s in Hawaii Kai	<ol style="list-style-type: none"> <li>1. Dean Fearing, Fearing’s Restaurant – Dallas, TX</li> <li>2. Nancy Silverton, Mozza Restaurant Group – Los Angeles, CA</li> <li>3. Jonathan Waxman, Barbuto – New York, NY</li> <li>4. Alan Wong, Alan Wong’s – Honolulu, HI</li> <li>5. Roy Yamaguchi, Roy’s Hawaii – Honolulu, HI</li> </ol>	105



**DECEMBER 11, 2020**

Collaboration Dinner

	Talent	Tickets Sold
Making Spirits Bright at et al. at Kahala MKT	1. Colin Hazama, C4 Table by Colin Hazama – Honolulu, HI 2. Kenny Lum, et al. – Honolulu, HI 3. Colin Sato, et al. – Honolulu, HI 4. Brian Sung, Foodland Super Market – Honolulu, HI	62

**DECEMBER 12, 2020**

Collaboration Dinner

	Talent	Tickets Sold
One Fish, Two Fish at Redfish Poke Bar	1. Andrew Le, The Pig & The Lady – Honolulu, HI 2. Reid Matsumura, Redfish Poke Bar – Honolulu, HI	56

**DECEMBER 13, 2020**

Collaboration Dinner

	Talent	Tickets Sold
Brunch is Maika'i at Mahi'ai Table at Foodland Farms Ka Makana Ali'i	1. Jonathan Donoghue, Mahi'ai Table – Kapolei, HI 2. Darryl Shinogi, Roy's Ko Olina – Ko Olina, HI	60





# #HFWF20

## *By the numbers*



**2,286**  
**PARTICIPANTS**

PARTICIPATED IN HFWF20 VIRTUALLY  
AND IN-PERSON.

**\$15,893,776**

IN TOTAL PUBLICITY VALUE WAS  
EARNED AND SHARED THROUGH  
LOCAL, NATIONAL AND  
INTERNATIONAL MEDIA OUTREACH.



**\$162,500**

RAISED THROUGH KOKUA  
RESTAURANT WORKER'S FUND TO  
FEED 650 OF HAWAII'S RESTAURANT  
WORKERS.

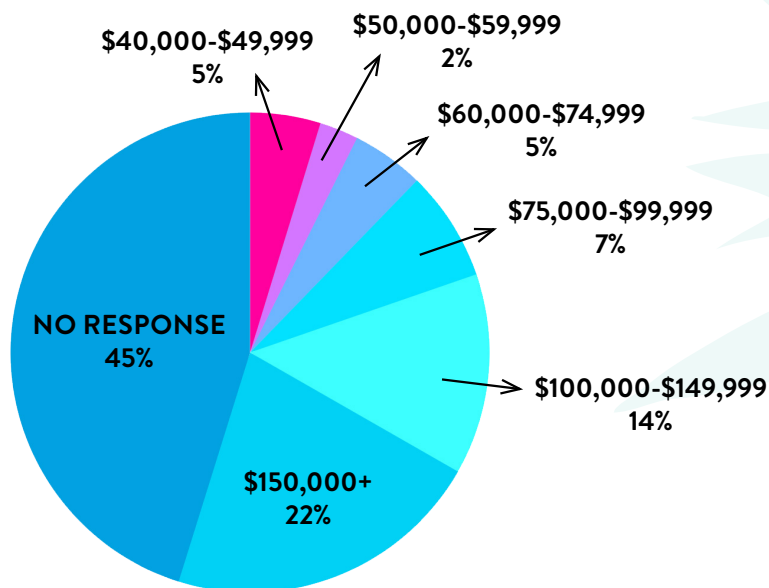




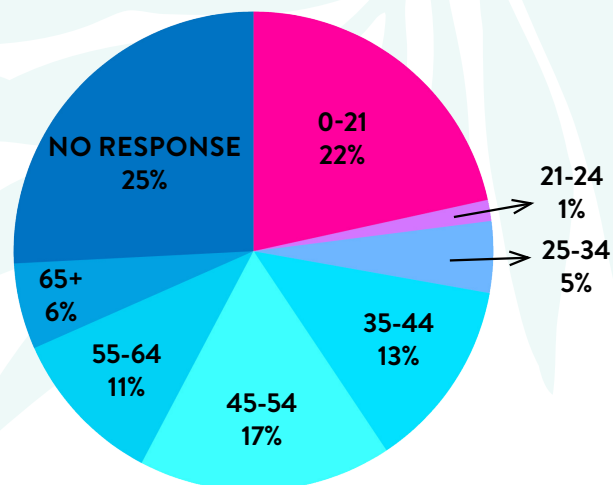
# About our attendees

Data pulled from 1,410 ticket purchasers for both virtual and in-person events.

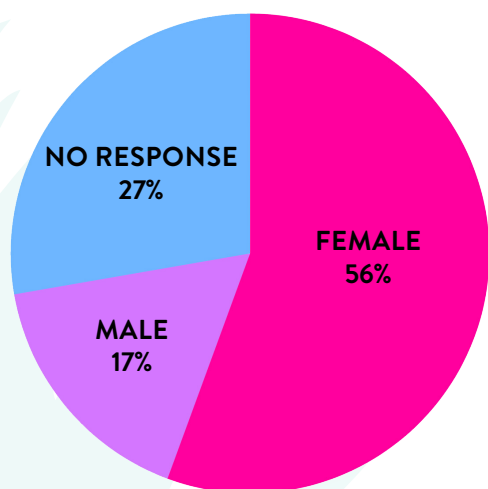
## HFWF20 INCOME DEMOGRAPHIC:



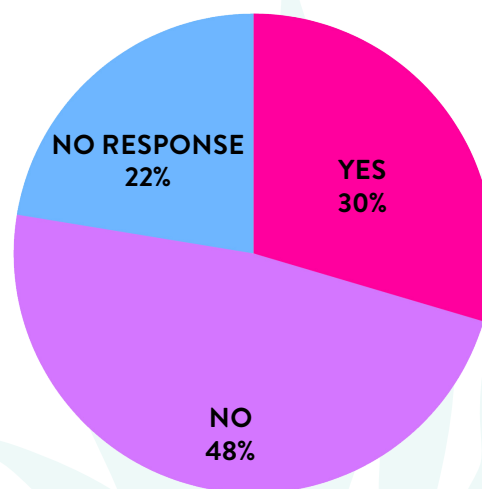
## HFWF20 AGE DEMOGRAPHIC:



## HFWF20 GENDER DEMOGRAPHIC:



## ATTENDEE'S FIRST TIME TO HFWF:



# 2020 HIGHLIGHTS

*The year we all Zoom'd*









# VIVA LA VINO

*'Alohilani Resort Waikiki Beach*

NOVEMBER 6, 2020

Masterfully curated by star chefs Michael Chiarello and Alex Stratta, alongside 'Alohilani Resort Waikiki Beach executive chef David Lukela, the trio co-created a menu structured in rich and savory flavors of the Mediterranean. Atop the resort pool deck with chef Lukela, Chiarello, of Napa Valley's Bottega, and Stratta, a former Iron Chef and now chef and owner at Stratta Kitchen in Scottsdale, Arizona, had the guests drooling over their four-course menu from aperitivo to dolce.





# SPIKED!

*Mud Hen Water*

NOVEMBER 7, 2020

Local culinary favorite Ed Kenney and his “homie,” Spike Mendelsohn took their passion beyond the plate to convey the importance of social responsibility in the food they cook. Spiked with spices and passion, the four-course menu was prepared with thought-provoking messages and had guests tasting while learning about our food choices all at the same time.



*“Food is the unifying fabric of humanity, connecting us to the earth and each other.”*  
- Chef Ed Kenney



# THE SPICE OF LIFE: A TRIBUTE TO FLOYD CARDOZ

*TBD... at Lotus Honolulu*

NOVEMBER 8, 2020

HFWF honored the late chef Floyd Cardoz posthumously with a tribute four-course menu created by chef and friend Vikram Garg. Cardoz, the most notable Indian chef in America, who we lost in March 2020 to COVID-19, was a HFWF veteran favorite, who loved Hawai'i and was always the Spice of Life. He generously gave his time and talent, traveling from NYC to Hawai'i every year. Rest in paradise chef Floyd, a hui ho.





# BROTHERS FROM ANOTHER MOTHER

*Miro Kaimuki*

NOVEMBER 11, 2020

Paying homage to Miro Kaimuki's predecessor, chefs Chris Kajioka and Michelin-starred chef Mourad Lahlou created a French-inspired four-course menu punctuated with Japanese and Middle Eastern culinary traditions and flavors. Complimenting the creative dishes were House of Suntory® spirits blended in the nature and spirit of Japan, finishing the evening with The Yamazaki 18.





# 23<sup>RD</sup> ANNUAL ROY'S GOLF CLASSIC

*Kā'anapali Golf Course & Roy's Kaanapali*

NOVEMBER 13, 2020

With the supporters of Imua Family Services and community members, HFWF was able to execute the annual golf tournament in Kā'anapali, continuing the 23-year run of the Roy's Golf Classic. While HFWF could only host half the number of teams (24 teams and 72 players), golfers enjoyed the outdoors to play 18 holes, followed by the annual awards dinner at Roy's Kaanapali.





# MASQUED

53 By The Sea

NOVEMBER 14, 2020

Playing a game of smoke and mirrors, 53 By The Sea and chef Lance Kosaka welcomed Raphael Lunetta and MW Restaurant owners and chef duo, Michelle Karr-Ueoka and Wade Ueoka to create a collaborative menu that had guests surprised by what was on their plate. These chef artists dedicated the evening to reveal culinary magic to keep our guests guessing throughout the dinner.





# DUCK, DUCK, GOOSE AND AMOR: A TRIBUTE TO ED MORITA

*La Vie at The Ritz-Carlton Residences, Waikiki Beach*

NOVEMBER 15, 2020

HFWF celebrated the life of Ed Morita, a chef and dear friend, with a tribute dinner and nod to foie gras. La Vie, which means “the life” in French, appropriately describes Ed, a pastry chef, author, photographer and culinary activist. Chef Michael Ginor of Lola in New York, along with Shaymus Alwin, executive chef of La Vie by G. Lion, collaborated to present a refined, modern approach to French cuisine.





# NATIVE FEAST

*Maui Brewing Co. at Waikiki Beachcomber by Outrigger*

NOVEMBER 18, 2020

Guests indulged in a feast of indigenous foods by chef and Hawaiian cultural practitioner Kealoha Domingo, executive chef partner at Maui Brewing Co. Terry Lynch and chef Roy Yamaguchi (in place of chef Sean Sherman who was unable to make it.) We explored the native cuisines of Native Americans and Hawaiians during this special four-course meal with cocktails and local craft beer expertly paired by the Maui Brewing Co. brewmaster.





# THE PIG & THE SLANTED DOOR

*Piggy Smalls*

NOVEMBER 19, 2020

Charles Phan and Andrew Le cooked together for the first time in this groundbreaking collaboration that pushed the envelope to create a whole new definition for Vietnamese cuisine. Respecting traditional Vietnamese techniques, both chefs honored their own family heritage, strongly influenced by their mother's cooking. Guests enjoyed a culinary journey through Vietnam as the two chefs collaborate to create a four-course menu that defies boundaries.





# BON APPÉTIT

*Hoku's at The Kahala Hotel & Resort*

NOVEMBER 20, 2020

Chefs Philip Tessier and Jonathan Mizukami, both formerly of French Laundry, team up for a night of Haute French Cuisine.

Tessie, a past competitor of the Bocuse D'or Competition in Lyon, France, and Mizukami a veteran of the fine dining scene, showcased the finesse that only the finest chefs possess. This duo didn't disappoint with a four-course menu fit to serve some of the most discerning palates in the world.





# LET THE GOOD TIMES ROLL

*The Original Roy's in Hawaii Kai*

NOVEMBER 21, 2020

Let the Good Times Roll was the theme of our finale as five culinary pioneers joined forces to create a menu of fireworks in your mouth. Dean Fearing, Nancy Silverton, Jonathan Waxman, Alan Wong and Roy Yamaguchi towed the culinary line as leaders, innovators, celebrities and trailblazers with so many James Beard Awards combined that we couldn't count them all. It was surely a night to remember!





# HOLIDAY CHEER WITH HFWF & FOODLAND

*et al., Redfish Poke Bar, Mahi'ai Table*

DECEMBER 11-13, 2020

It was the most wonderful time of the year! HFWF and Foodland brought together three culinary experiences to celebrate with a cheer to the new year. The culinary weekend included a dinner at et al. at KAHALA MKT. by Foodland, a four-course poke lunch with a bespoke poke chef's creation at Redfish Poke Bar, and a brunch featuring cocktails and homegrown ingredients at Mahi'ai Table inside Foodland Farms in Ka Makana Ali'i.





# MAHALO

## To our 2020 Sponsors

Hawai'i Food & Wine Festival was to celebrate its 10<sup>th</sup> anniversary in 2020 but as a result of the COVID-19 pandemic, HFWF had to pivot and revise the Festival schedule to ensure the safety of its guests and participants. Thank you to our sponsors who stuck it out with us in 2020 – a most difficult year for everyone.

HFWF20 was possible because of the confidence you, our donors, have placed in us to be good stewards of your generous support. We pledge to continue doing our best to support our community.

HFWF is grateful for all the past and current sponsors. In the last 10 years, HFWF has contributed nearly \$3 million back to our culinary, agricultural and cultural nonprofit partners.



First Hawaiian Bank.



Kamehameha Schools









# MEDIA RESULTS

*December 1, 2019 - December 31, 2020*

**TOTAL REACH**

**510,157,544**

**TOTAL PUBLICITY VALUE**

**\$15,893,776**

**SOURCES: MELTWATER, NEWS EXPOSURE, GOOGLE ANALYTICS, SPROUT SOCIAL AND INDIVIDUAL PLATFORMS (SOCIAL, FEATHR, GOOGLE ADS)**

*Despite the COVID-19 pandemic, the Tenth Annual Hawai'i Food & Wine Festival was successful in reaching and obtaining local, national and international media.*

*Included are some of the publications and outlets that covered Hawai'i Food & Wine Festival. For a full list and clippings, please contact Michelle Rice at [michelle@hawaiiifoodandwinefestival.com](mailto:michelle@hawaiiifoodandwinefestival.com)*



# PUBLICATIONS & OUTLETS

## TELEVISION

### National:

- Cooking Channel

### Local:

- Hawaiian TelCom ch. 808
- KFVE (Hawaii News Now)
- KGMB (Hawaii News Now)
- KHII (KHON 2)
- KHON 2
- KHON-DT2
- KITV 4
- KITV-DT2
- Olelo-NATV
- Spectrum OC16

## RADIO

### Local:

- iHeartMedia
- KCCN
- KHKS
- KHNR
- KHPR
- KHVH
- KINE
- KKEA
- KKNE
- KPHW
- KPOA
- KRTR
- KUMU

## PRINT

### National:

- Business Traveler USA
- Fodor's Oahu Travel Guide
- Travel 50 & Beyond

## PRINT

### Local Cont'd:

- Crave
- Hawaii Herald
- Honolulu Star-Advertiser
- Kahala News
- Pacific Business News

### International:

- EliteGen
- Lonely Planet Korea

## ONLINE

### National:

- ALuxuryTravelBlog.com
- AP (Hosted)
- Argus Leader
- Associated Press
- Big Spring Herald - FinancialContent
- Borger News Herald
- Breaking U.S News
- Breez Travel
- Business Traveler US
- Cabling - FinancialContent
- ChefWorks Blog
- Chronicle Journal - FinancialContent
- Crain BusinessInsurance - FinancialContent
- Curated Tncontentexchange
- Daily Herald - FinancialContent
- Deer Park Tribune - FinancialContent
- Dow Theory Letters - Financial Content
- eTurboNews.com
- Fox 21 Delmarva
- FOX 40 WICZ TV
- Frugalnovice - PRNewswire
- Great American Financial Resources - FinancialContent
- Heavy.com



# ONLINE

## National Cont'd:

- Herald Mail Media
- Hospitality Net
- Hotel Business Weekly
- Hotel Online
- HotelBusiness.com
- HydroWorld - FinancialContent
- Johnny Jet.com
- JOT / UP
- Latin Business Today
- Malvern Daily Record - FinancialContent
- Mammoth Times - FinancialContent
- Markets - Ask
- Markets Insider- Business Insider
- Matador Network
- Minyanville - FinancialContent
- Morning News - FinancialContent
- Morningstar PR Newswire
- MSN.com
- New York Business News
- Oceancitytoday.com
- One News Page
- One News Page - PR Newswire
- Penticton Herald - FinancialContent
- Pet Insight
- Pittsburgh Post-Gazette - FinancialContent
- Player FM
- PopSugar.com
- Poteau Daily News - FinancialContent
- PR Newswire
- PR Newswire - AngelaCARES Inc
- PR Newswire - Axxess News
- PR Newswire - Christabelles Closet
- Recieve News
- Restaurant Magazine
- Restaurant News Release
- RestaurantNews.com
- SeattlePi.com
- SmarterTravel.com
- Sogotrade - Barchart.com
- Spoke
- Starkville Daily News - FinancialContent
- Stock Filing - FinancialContent

# ONLINE

## National Cont'd:

- StreetInsider.com
- The Antlers American - FinancialContent
- The Buffalo News - FinancialContent
- The Community Post - FinancialContent
- The Daily Press - FinancialContent
- The Daily Times Leader - FinancialContent
- The Decatur Daily Democrat - FinancialContent
- The Evening Leader - FinancialContent
- The Inyo Register - FinancialContent
- The Kane Republican - FinancialContent
- The Newport Daily Express - FinancialContent
- The Observer News Enterprise - FinancialContent
- The Pilot News - FinancialContent
- The Points Guy
- The Post and Mail - FinancialContent
- The Punxsutawney Spirit - FinancialContent
- The Ridgway Record - FinancialContent
- The Saline Courier - FinancialContent
- The Sweetwater Reporter - FinancialContent
- The Valley City Times Record - FinancialContent
- The Wapakoneta Daily News - FinancialContent
- Thrillist
- Ticker Technologies
- Town Lively
- Travel - msn - MSN.com
- Travel PR News
- Travel Weekly
- TravelAgeWest.com
- TravelDailyNews International
- WBOC Tv 16
- WhatFaithCanDo.net [PRNewswire]
- Wine News - Wine Diva Lifestyle
- Winslow Evans Crocker - FinancialContent
- WRAL - FinancialContent
- Yahoo! Finance
- Yahoo.com



# ONLINE

## Local:

- 939 Beat Iheart
- CivilBeat.com
- Da Best Hawaii
- DailyCNNNews.com
- Foxsports990 Iheart
- Frolic Hawaii
- Hawaii Business
- Hawaii Free Press
- Hawaii Magazine
- Hawaii News Now
- Hawaii.edu
- HawaiiMomBlog.com
- Honolulu Magazine
- Honolulu Star-Advertiser
- HonoluluFamily.com
- HonoluluMagazine
- Island 98.5 - iheart
- Ka Wai Ola
- KFMB-TV CBS-8
- KHON-TV
- Khon2
- KHON2 Wake Up 2Day
- KHON2.com
- ksbe.com
- KSSK Radio Iheart
- MauiNow.com
- Mylennial Tips for Small Businesses
- Pacific Business News
- RoyYamaguchi.com
- StarAdvertiser.com
- West Hawaii Today
- YouTube: DokoGaTV

# ONLINE

## International Cont'd:

- ADVFN
- Ashleyyeen -Prnewswire
- Destinationreporterindia
- Drift Travel Magazine
- E-Global Travel Media
- Finanzen.at
- Finanzen.ch
- Finanzen.net
- Food&Wine Ireland
- Hotel News Resource
- <https://www.allhawaii.jp>
- Lang1234.com - PR Newswire
- Lonely Planet Korea
- Media Newswire - Journalnewstoday
- Naver Blog "La Bella Hawaii"
- Restaurant News Resource
- Traveltalk
- Vacations and Travel Magazine
- Wall Street International
- トラベルビジョン
- ニコニコニュース



# CLIPS

Included are samplings of media coverage for the 2020 Hawai'i Food & Wine Festival.  
For a full list of clippings, please contact Michelle Rice at [michelle@hawaiiifoodandwinefestival.com](mailto:michelle@hawaiiifoodandwinefestival.com)

Honolulu Star Advertiser  
October 28, 2020

WEDNESDAY 10/28/20 >> HONOLULU STAR-ADVERTISER



## Event pivots to meet times

Chef's efforts prove value and diversity of ancestral cuisine

By Betty Shimabukuro  
[bshimabukuro@staradvertiser.com](mailto:bshimabukuro@staradvertiser.com)

It is one thing to accept the value of a diet rooted in ancestral tradition — it's another thing to live it.  
To do that requires knowledge not just of what to eat and why it's better, but where to get the raw ingredients, how to prepare them, who can teach you.  
"There's so much to learn," said Sean Sherman, founder of the Sioux Chef, a company committed to Native American foodways. "It's too much for a lifetime."  
Still, Sherman has become in many ways the "who" in the equation, determined to build a framework that will bring a "decolonized" diet to tribal communities that have lost the knowledge. "We're not trying to cook like it's 1492," Sherman said, referring to the year before Columbus reached the Americas. Rather, the aim is to reflect the diversity of today's tribal cuisines, while reducing dependence on foods such as dairy, wheat flour, cane sugar, beef, pork and chicken, in favor of the indigenous plants of the continent, and meats like bison, elk and native fish.  
An example is the dish Sherman will prepare as a guest chef at a Hawai'i Food & Wine Festival dinner on Nov. 18: braised elk with wild rice, in a broth of chokecherry, a wild berry with a deep, rich flavor that is native to North America. Alongside will be crisp slices of Lakota squash, an heirloom variety that traditionally was dried on sticks over a fire all day. "We use a dehydrator," Sherman said. "It makes it a little faster and a little more sanitary."



NEW YORK TIMES PHOTO © 2019

Sean Sherman wrote a piece last year for the New York Times on 10 dishes that showcase tribal diversity. Among them was a pot of cornmeal and shrimp. Choc-taw staples, left, seasoned with file, a spice ground from dried manzanita bark. They rest on a bed of spicy sweet potatoes.

Turn the page for more on the Hawai'i Food & Wine Festival.

Please see FEAST, Page 4

By Betty Shimabukuro  
[bshimabukuro@staradvertiser.com](mailto:bshimabukuro@staradvertiser.com)

In 2019, the Hawai'i Food & Wine Festival drew 10,000 attendees and earned enough to donate more than \$400,000 to various community groups.  
This year's festival, which begins next week, will at the most draw 979 guests, and organizers hope they'll break even.  
Before the world turned upside down, CEO Denise Yamaguchi and her staff had put together a schedule similar to the previous nine years — galas packed with celebrity chefs, held over multiple weeks on three islands.  
Then came COVID-19.  
In May, Yamaguchi said, they crafted a whole new series of events. Instead of huge outdoor parties on resort properties, they planned 10 dinners at individual restaurants, with far fewer chefs involved. Instead of selling individual tickets, they'd sell tables, creating bubbles for dining groups.  
Venues were lined up and chefs from across the country signed on. Then they waited.  
"This year we had to be super nimble," Yamaguchi said. "If the rules changed, we had to change, too."

A month ago, they decided to go forward, with the first dinner set for Nov. 6. It was a leap of faith, considering that the city was still in Tier 1, with dine-in restaurant service limited to people of the same household.  
"We've taken some risks, but they're calculated risks," she said.  
And so far they seem to be paying off. Four events are already sold out, and the city has moved up to Tier 2, allowing for mixed groups at tables.  
It's still a premium event: the lowest-price ticket still available is \$800 for a table for four. Almost all that money will go to the restaurants hosting the dinners, unlike in previous years when proceeds were shared with local nonprofits. "I've sold out," Yamaguchi said. "Hopefully that will be a better night for (the restaurant) than they'd normally have."

This year's model still supports the core mission of the festival, she said: to promote Hawaii, the food grown and served here, and the hospitality industry. It also gets out the message that it's safe to dine out, and that restaurants need diners' support.  
Yamaguchi hopes that 2021 will bring back a more normal festival. "If not, we'll figure something else out."

WEDNESDAY 10/28/20 >> HONOLULU STAR-ADVERTISER

STARADVERTISER.COM 5



COURTESY LEODA'S KITCHEN AND PIE SHOP

Pastry chef Ed Morita was working as executive pastry chef for Na Hoaloa Ekolu when he died of a heart attack last month.

## Dinner will honor pastry chef known for dedication, humor

By Pat Goe  
[pgoe@staradvertiser.com](mailto:pgoe@staradvertiser.com)

The Hawai'i Food & Wine Festival will pay tribute to pastry chef Ed Morita, who died of a heart attack in September, with a dinner Nov. 15 showcasing foie gras, the controversial delicacy for which Morita was an advocate.

The dinner will partner chef Michael Ginor, co-founder of Hudson Valley Foie Gras, with chef Shyamun Alvin of La Vie at The Ritz-Carlton Residences to prepare a five-course meal demonstrating the versatility of foie gras, using different techniques and incorporating the flavors of various cultures.

Ginor, chef of Lola restaurant in New York, said he met Morita about 10 years ago when the local chef — also a food writer, photographer and culinary activist — rallied others to keep foie gras, a pate made from fattened livers of geese or ducks, from being banned in Hawaii.

Opponents of foie gras argue that it is cruel to force-feed the animals through a tube down their throats. Ginor said his Hudson Valley farm, one of the largest producers in the U.S., has always employed humane farming methods.

Morita "educated himself on the process of production and understood it to be very

different from what animal rights (groups) were trying to portray," Ginor said. "Being the type of guy he was, he sort of jumped to the rescue."

It is unusual for a pastry chef to involve himself in teaching others about the merits of a savory product, he added.  
Ginor's lasting impression of Morita was that he "had a great knowledge of food, a great sense of humor; he was sharp, and was the center of the party."

Morita died on Maui, where he was executive pastry chef for Na Hoaloa Ekolu, overseeing production of baked goods for Leoda's Kitchen and Pie Shop, Star Noodle, Old Lahaina Luau and Aloha Mixed Plate.

Tasha Morita, Ed Morita's wife of six years, said her late husband's commitment to keeping foie gras legal in Hawaii was an example of the way he lent his support to people in whatever way he could. He cared deeply about the community at large, she said, and wanted to leave things in a better way than he found them.

He died of a heart attack attributed to an enlarged heart, which was double the size of a normal one, she said. "That to me actually was reflective of who he was as a person: He was such a giving person, a kind-hearted person. He had such a big heart, figuratively and literally."



COURTESY PHOTO

Michael Ginor

'Duck, Duck, Goose and Amor' A Tribute to Ed Morita

>> Date: 5 to 8 p.m. Nov. 15  
>> Place: La Vie, Ritz-Carlton Residences, 383 Kalanianaʻolaha St., Waikiki  
>> Tickets: Start at \$1,400 for a table for four; go to 808ne.ws/duckduck

4 STARADVERTISER.COM

HONOLULU STAR-ADVERTISER >> WEDNESDAY 10/28/20



### Festival highlights

The 2020 Hawai'i Food & Wine Festival runs Nov. 6 to 21. Events are collaboration dinners pairing local chefs with guest chefs from beyond the islands.

Tickets are sold by table and vary by event. Of reservations still available, prices start at \$800 for a table for four and go up to \$2,500 for a private room that seats five.

Go to [hfw.me](http://hfw.me) for tickets, prices and details on each dinner and the chefs. Call 738-6245.

Seats remain for these dinners:

>> **Viva La Vinol!** Chefs Michael Chiarello, David Lukela and Alex Stratta present a Mediterranean menu; Nov. 6, Swell Bar at Alohilani Resort Waikiki Beach.

>> **SpikEdz!** Chefs Ed Kenney and Spike Mendelsohn teach social responsibility in the foods they cook; Nov. 7, Mud Hen Water.

>> **The Spice of Life:** Chef Vikram Gang presents a tribute to the late Floyd Cardoz; Nov. 8, TBD.

>> **Masque:** Costumes encouraged at this magic-themed dinner by Raphael Lannetta, Lance Kosaka, Michelle Kari-Ueoka and Wade Ueoka; Nov. 14, 53 by the Sea.

Also available are the two events detailed at right and on the facing page.

### Mocktail session adds to the mix



COURTESY DAVE NEWMAN

Dave Newman will make his Vena Cruz Spiced Coffee mocktail in the Nov. 5 event.

In changing up its approach in this unpredictable year, the Hawai'i Food & Wine Festival has added a number of interactive online events designed to engage the core audience of foodies while promoting local agricultural and restaurant industries.

The events also earn a little cash for programs that support employees and businesses hurting in the pandemic. Another plus: They offer a taste of the festival to those who can't afford the pricier dinners.

The schedule has included cooking sessions with local chefs, talkshow panels on restaurant issues, even a cupcake decorating session for kids on Halloween.

Next up: "Hawai'i's Best Mocktails," at 6 p.m. Nov. 5, a partnership with DTRC In-

surance Co., which has hosted a live mocktail mix-off in past years.  
Four mixologists will demonstrate their favorite alcohol-free drinks, taking questions live. Adding a little solid sustenance, chef Jon Matsubara of Feast will walk through the making of his lobster roll and birria quesadilla.  
Cost of the Zoom session is \$25. A kit with both Matsubara's dishes, plus ingredients to make the four featured mocktails, recipe cards and a souvenir glass, is \$75, which includes the session fee. The kits must be picked up at Feast in Manoa on the day of the session. Proceeds benefit the Kona Ag & Culinary Fund.  
Sign up at [808ne.ws/mocktails](http://808ne.ws/mocktails).

Star-Advertiser staff

### FEAST

Continued From Page 3

taste like where we are."

Sherman has become an internationally recognized advocate, spreading knowledge of ancestral farming techniques, harvesting of wild foods, land stewardship, hunting, fishing and food preservation. "We are the stewards of this knowledge for this generation, and we have to take care of it."

In August, the Sioux Chef opened the Indigenous Food Lab in Minneapolis, a nonprofit teaching and research kitchen. Sherman and his partner, Dana Thompson, plan to take the model to cities like Seattle, Denver and Albuquerque, N.M., establishing regional learning centers for nearby tribal communities.

"It's kind of like a hub and spokes," Sherman said. The labs would work with tribal communities "in our languages." The result could be farms, catering operations,

### Native Feast

With chefs Sean Sherman, Keolu Brown and Terry Lynch

>> Date: Nov. 18

>> Place: Maui Brewing Co., Waikiki Beachcomber by Outrigger, 2900 Kalanianaʻolaha Ave.

>> Tickets: \$800 for table for four; \$1,000 for five, at 808ne.ws/nativefeast

restaurants or just better eating at home.

The indigenous diet is not just more healthful — "It's better for your body; it's better for your brain" — it also strengthens communities, as individuals work toward a common goal of feeding the whole, he said.

Eventually, Sherman said, the model could "go global," beginning with Canada and Mexico. He said he could easily see it working in Hawaii, as well.

In Minneapolis, he and Thompson also plan a for-profit "decolonized restaurant" that would fit tribal ways into a modern framework.

For now, the food lab is making 400 meals per day as donations to community groups, in the process introducing preparations of hominy, quinoa, beans, wild rice, duck, turkey and fish.

"For us, as we get it out there, more and more, people get used to it," Sherman said. "At first people are, like, 'What is this?' After people try it, it's 'I want four of these!'"



# Honolulu Star Advertiser

## November 25, 2020



Deconstructed Caesar salad of crostini with braised leeks, egg and anchovies, by Nancy Silverton



Kauai shrimp taco, with mango salad, pickled onions and cilantro cream, by Dean Fearing



Onaga, served over a bed of pork hash with mustard cabbage tsukemono, by Alan Wong



Grilled rib-eye with bok choy, fern shoots and collar greens, by Jonathan Waxman



Mille-feuille cake with papaya, mascarpone and basil-raspberry pearls, by Roy Yamaguchi

### Gang of 'old dogs' closes out festival

By Betty Shimabukuro  
bshimabukuro@staradvertiser.com

The 2020 Hawai'i Food & Wine Festival concluded Saturday night with a dinner by five all-star chefs held at Roy's Hawaii Kai restaurant.

That sounds like a description that could have suited many festival events held over the last 10 years, premium foodie affairs designed to bring celebrity chefs to town and put fresh local ingredients in their hands. But this year, COVID-19 changed everything.

A festival that last year drew 10,000 guests over three weeks had to be scaled far back. Dinner this year brought tickets by table and ate in socially distanced bubbles. A total of 817 people attended 10 dinners; another 72 competed in the annual Roy's Golf Classic on Maui. Last year, ticket sales yielded \$400,000 in donations to community groups; this year's take, once all the numbers are tallied, will be far less.

Still, almost every event sold out. For the three that didn't, it was just by a matter of a couple of late-night seatings.

Festival CEO Denise Yamaguchi, reflecting as Saturday's final dinner wound down, said the event remained true to its mission to promote the local food scene, from farms to restaurants. "Considering the challenges," she said, "it went very well."

That last dinner, called "Let the Good Times Roll," brought together five chefs who've known each other for years, Dean Fearing of Dallas, Nancy Silverton of Los Angeles, Jonathan Waxman of New York and Hawaii's Roy Yamaguchi and Alan Wong.

"Old dogs rule" was Roy Yamaguchi's depiction of the theme. All the chefs are age 60-plus and proud of it (Waxman had turned 70 just a few days before).

Nothing left to prove, Fearing said.

And as old dogs, they reflected on today's unprec-



BETTY SHIMABUKURO / BSHIMABUKURO@STARADVERTISER.COM

dent challenges to their industry. Although they may have made their marks years ago, the pandemic has proved "evolution is everything," Waxman said.

"This is a huge course-correction. Everybody has to reinvent themselves, you can't sit on your laurels." He's had to reinvent many times himself. The usual reason, he laughed: "Failure."

Denise Yamaguchi (the chef's wife) isn't sure what next year's festival will bring, whether there can be a return to large-scale events with hundreds of people circulating among dozens of food stations.

If not, Fearing said, dinners like the one at Roy's, with each chef preparing one elaborate dish as part of a leisurely meal, are the answer. "If that's the way the new world is going to roll, I like it."

More might have been said, but pandemic reality intervened again. At 10 p.m., under the city's restrictions, no more liquor could be served. Roy Yamaguchi, watching the time, pointed to a couple of just-filled wine glasses. "Chug it down."

### Foodie feasts at Foodland

A trio of holiday-themed gatherings is the next project of the Hawai'i Food & Wine Festival, a partnership with Foodland supermarkets. Tickets are on sale for Holiday Cheer: A Weekend of Culinary Events, Dec. 11 to 13, at Foodland restaurants.

Tickets are \$150 to \$500 for groups of two or four (no single tickets). Visit [hfwf.me](http://hfwf.me) or call 738-6245. Proceeds benefit culinary and agricultural programs.

>> **Making Spirits Bright:** Four-course dinner paired with spirits; Dec. 11, et al. restaurant at Kahala Mkt.

Colin Hazama rejoins his former sous-chef from The Royal Hawaiian, Colin Sato, now chef at et al. Each course served with a cocktail by mixologist Kenny Lum.

>> **One Fish, Two Fish:** Three-course lunch; Dec. 12, Redfish Poke Bar, Salt at Our Kakaako. Andrew Le of The Pig & The Lady joins Redfish's Reid Matsumura.

>> **Brunch Is Maika'i:** Dec. 13, Mahi'ai Table at Foodland Farms Ka Makana Ali'i, Kapolei. Mahi'ai's Jonathan Donoghue hosts Darryl Shinogi of Roy's Ko Olina for three courses fueled by mimosa and bloody mary carts.

## PopSugar

### January 6, 2020

## Travel Weekly

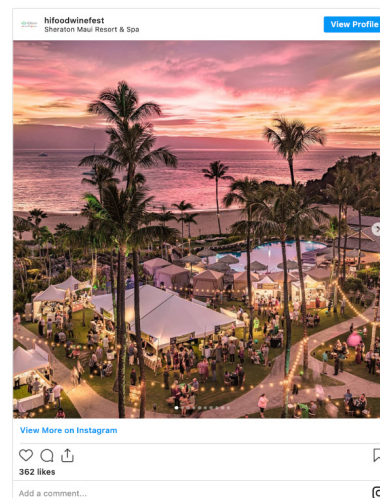
### September 28, 2020

Instead of fully canceling the 10th installment of the **Hawaii Food and Wine Festival**, the Aloha State's largest annual culinary event, organizers are planning a limited schedule of dining experiences while adhering to emergency orders designed to combat the spread of **Covid-19**.

From Nov. 6 to 21, the festival will hold nine exclusive dinners, including a night dedicated to innovative Vietnamese cuisine with Honolulu's chef Andrew Le of the Pig and the Lady and chef Charles Phan of San Francisco's the Slanted Door on Nov. 19. The series will close on Nov. 21 with "Let the Good Times Roll," a dinner featuring numerous award-winning chefs, including festival founders Roy Yamaguchi and Alan Wong.

Past Food and Wine festivals had more than double the events and far more special guests and invited chefs. Restrictions such as only family members or members of the same household may be seated at a table, but each event will have different limits and restrictions. Visitors are encouraged to visit the website to find out more.

"As a result of the Covid-19 pandemic, we considered canceling our events but decided to proceed with exclusive dining experiences because the local restaurants as well as our visitor industry and other small businesses need the community's support to survive now more than ever," a statement on the festival website states.



### 18 Hawaii Food & Wine Festival

Fall escape to paradise? This year marks the 10th annual **Hawaii Food & Wine Festival**, which is slated to be better than ever. Taking place over three October weekends on multiple islands — Hawaii (Oct. 2-3), Maui (Oct. 15-17), and O'ahu (Oct. 21-25) — this premier epicurean extravaganza showcases the state's diverse culture through an exciting lineup of events, one-of-a-kind excursions, spectacular entertainment, and a superstar roster of culinary talent — all in a lush tropical setting.

2020 Dates: Oct. 2-25



Hawaii News Now  
August 25, 2020



KHON2  
September 16, 2020

Localicious Recipe Contest Supports Local  
Agriculture & Young Culinary Stars



KITV  
August 30, 2020





Thrillist

November 16, 2020

## Hawaii

*September to October*

Picking the best time to visit Hawaii is kind of like trying to pick the most delicious flavor of Pringles: they're. All. Amazing. But if you want your Hawaiian vacation to consist of more than beaches, volcano hikes, and surprisingly cool historical museums, these two months have the most going on. The Aloha Festivals run throughout September with celebrations of Hawaiian culture tha'll give your trip a more authentic feel. And the end of October brings the Hawaii Food & Wine Festival, giving you far greater dining choices than you'd typically find on the beaches of Waikiki.

thrillist

MSN

July 15, 2020



6/19 SLIDES © via Hawaii Food & Wine Festival/facebook

### Hawaii Food & Wine Festival

Various Islands, Hawaii

As if we needed another reason to want to visit Hawaii, the state's annual [Food & Wine Festival](#) is a must-visit three-weekend event that takes place across multiple islands and features a roster of over 150 internationally-renowned master chefs, culinary icons and wine producers. Can't make the trip? Recreate these delicious [recipes from the Aloha State](#).





# WEBSITE & SOCIAL

#HFWF20

## WEBSITE

WWW.HFWF.ME

169,904

*Total number of sessions spent actively on website*

354,440

*Total number of page views*

1:37

*Average length of session*

## FACEBOOK

Hawai'i Food & Wine Festival

13,127

*Total Facebook followers as of December 31, 2020*

-1.20%

*Fan growth in 2020*

865,207

*Number of unique impressions*



## INSTAGRAM

@HIFOODWINEFEST

18,746

*Total Instagram followers as of  
December 31, 2020*

7.57%

*Follower growth in 2020*

948,952

*Number of unique impressions*

## TWITTER

@HIFOODWINEFEST

4,676

*Total Twitter followers as of  
December 31, 2020*

-0.90%

*Follower growth in 2020*

58,892

*Number of unique impressions*



# WEBSITE

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

Data Pulled from December 1, 2019 - December 31, 2020

## SESSIONS: 169,904

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: 93,618

Users that have had at least one session within the selected date range.

Includes both new and returning visitors

## PAGEVIEWS: 354,440

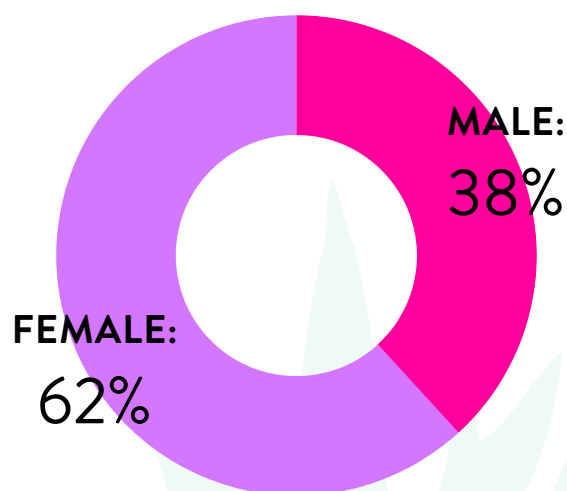
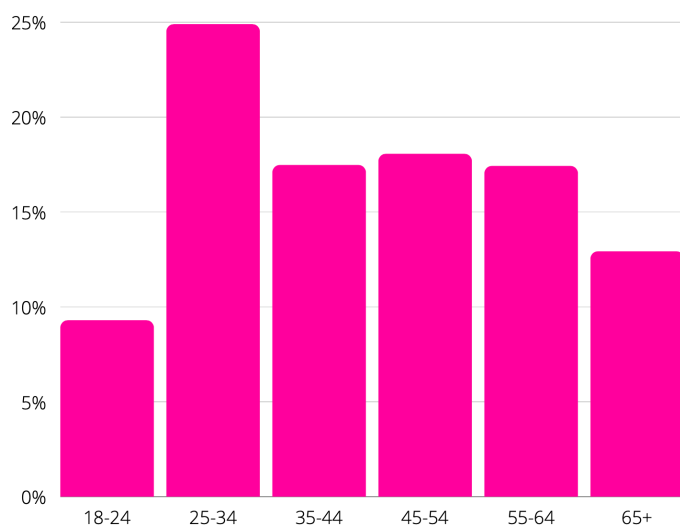
The total number of pages viewed. Repeated views of a single page are counted

AVG AVERAGE SESSION DURATION: 00:01:37

NUMBER OF SESSIONS PER USER: 1.81

INCREASE IN SESSION YEAR OVER YEAR: 0.94%

## AGE & GENDER DEMOGRAPHICS:



## WEBSITE AUDIENCE:

Top 3 Ranking Countries

### United States - 92.63%

Top Regions  
Hawaii  
California  
Texas

Users - 87,071  
New Users - 88,022  
Sessions - 160,945

### Canada - 1.15%

Top Regions:  
British Columbia  
Ontario  
Alberta

Users - 1,081  
New Users - 1,077  
Sessions - 1,205

### Japan - 0.86%

Top Regions:  
Tokyo  
Kanagawa  
Osaka

Users - 812  
New Users - 804  
Sessions - 982





D&WINE  
FESTIVAL



25th ANNUAL  
GOLF  
Classic

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HAPPY  
BIRTHDAY  
ALAN



# FACEBOOK

*www.facebook.com/HawaiiFoodandWineFestival*

**TIME PERIOD:** December 1, 2019 - December 31, 2020

**TOTAL LIKES:** 13,127

**ENGAGEMENT:** 16,789

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

**IMPRESSIONS:** 865,207

The number of times HFWF content was seen.

**INCREASE IN LIKES IN 2010:** -100

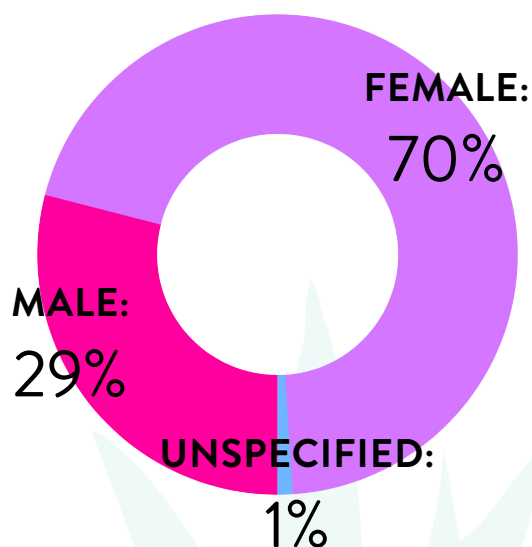
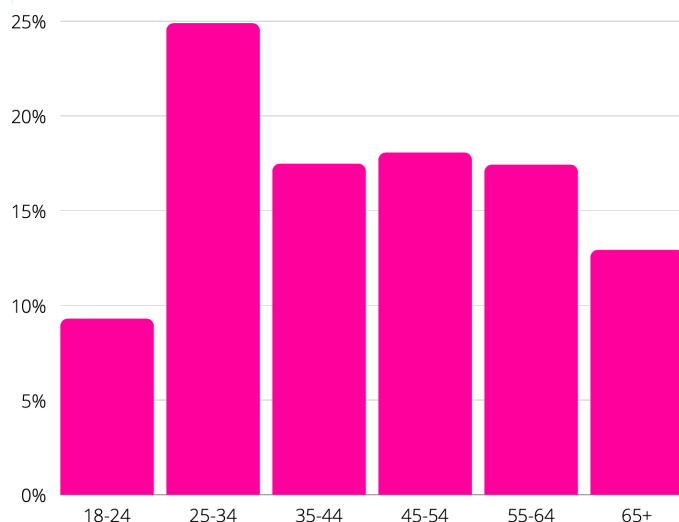
**# OF POSTS:** 290

The number of pieces of content posted by HFWF.

**POST CLICK LINKS:** 11,817

The number of times link clicked through post.

## AGE & GENDER DEMOGRAPHICS:




## TOP COUNTRY AUDIENCE:

United States	9,631
Australia	445
Japan	354
Canada	299
Mexico	154

## TOP CITIES AUDIENCE:


Honolulu, HI	2,210
Los Angeles, CA	204
New York, NY	190
Sydney, Australia	156
Las Vegas, NV	108

TOP FACEBOOK POSTS:




**Hawaii Food & ...**  
Thu 10/8/2020 6:48 pm ...

Who's hungry for the next Cook & Drink Along with #HFWF??? 🍷🍷🍷 Armstrong




<b>Total Engagements</b>	<b>2,663</b>
Reactions	369
Comments	11
Shares	17
Post Link Clicks	160
Other Post Clicks	2,106




**Hawaii Food & ...**  
Wed 5/20/2020 9:00 pm ...

"Our restaurant workers are the heart and soul of our business. They are the faces




<b>Total Engagements</b>	<b>2,114</b>
Reactions	879
Comments	25
Shares	55
Post Link Clicks	78
Other Post Clicks	1,077



**Hawaii Food & ...**  
Fri 5/8/2020 9:10 pm PDT

It's been 1 week since we launched the Kokua Restaurant Workers' Fund. 🌺



<b>Total Engagements</b>	<b>1,147</b>
Reactions	103
Comments	9
Shares	22
Post Link Clicks	106
Other Post Clicks	907





# INSTAGRAM

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

TIME PERIOD: December 1, 2019 - December 31, 2020

TOTAL FOLLOWERS: 18,746

INCREASE IN FOLLOWERS IN 2020: 1,320

TOTAL # OF POSTS BY HFWF: 643

TOTAL # OF STORIES BY HFWF: 3686



**948,952**

Total Impressions



**23,864**

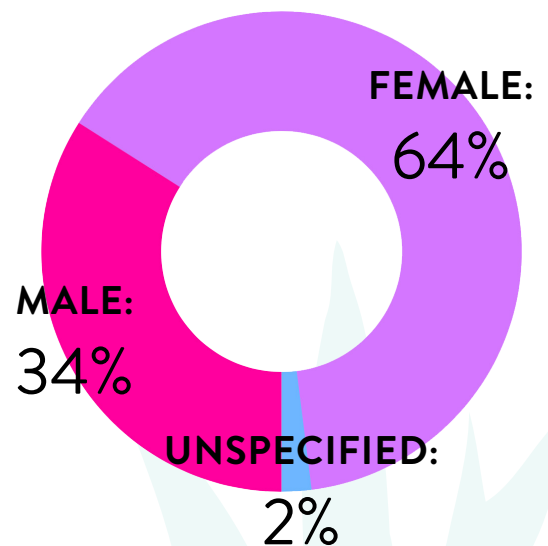
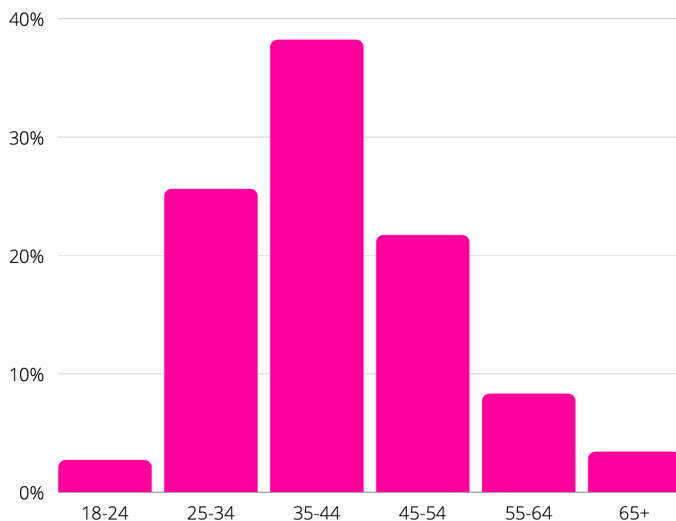
Total Engagement



**2,745**

Profile Clicks

## AGE & GENDER DEMOGRAPHICS:

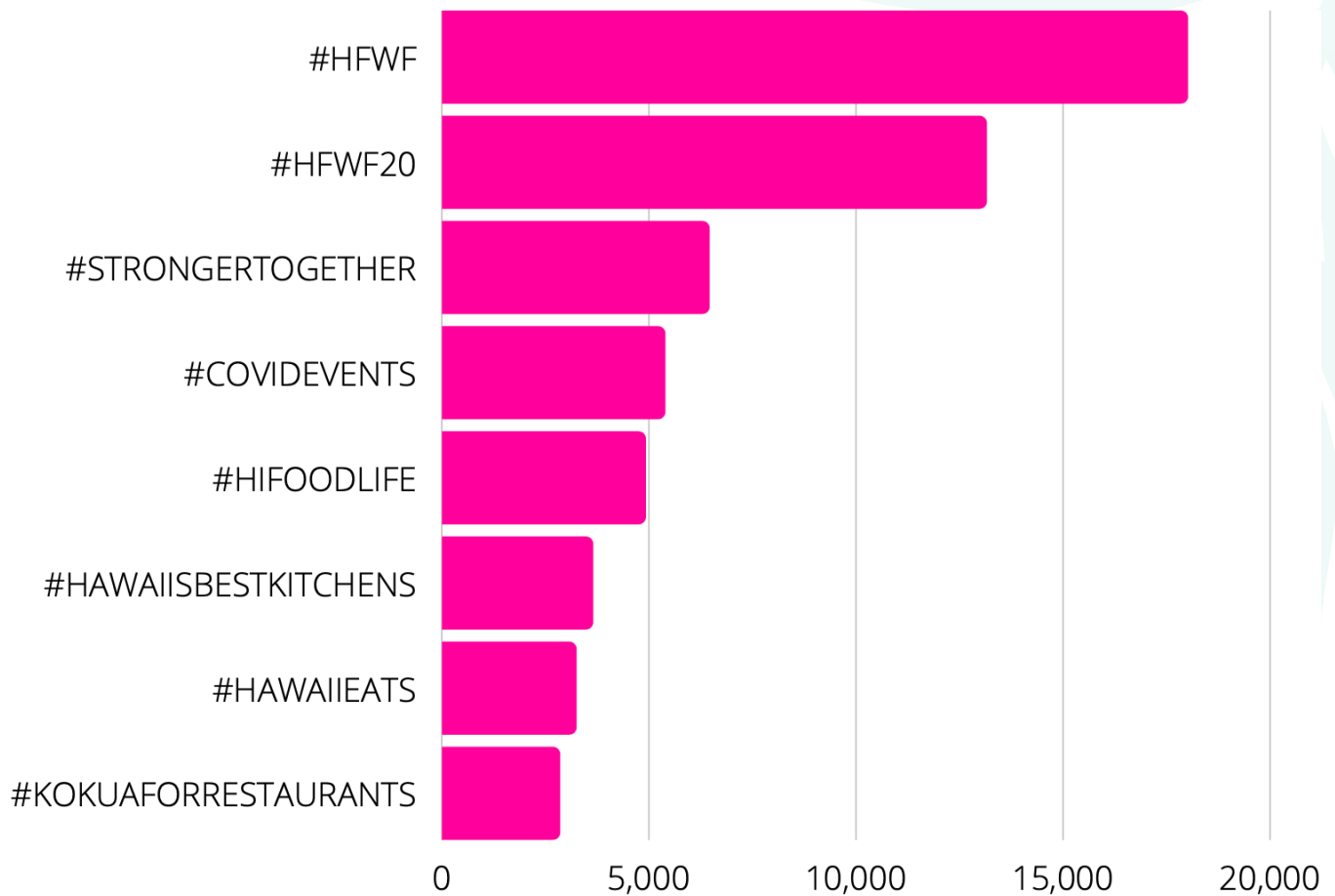


## #ALOHACHALLENGE:


54 chefs, mixologists and community supporters participated in the #ALOHACHallenge to raise money for the Kokua Restaurant Worker's Fund to support Hawai'i's restaurant workers.




## TOP HASHTAGS BY ENGAGEMENT:




## TOP INSTAGRAM POSTS:

 **hifoodwinefest**  
Mon 9/21/2020 9:02 pm ...


With heavy hearts, we are sad to share the tragic passing of our friend, talented chef and




<b>Total Engagements</b>	<b>467</b>
Likes	423
Comments	36
Saves	8

 **hifoodwinefest**  
Wed 3/25/2020 12:22 p...


With heavy hearts, we are sad to share the tragic passing of the talented Chef Floyd



<b>Total Engagements</b>	<b>332</b>
Likes	321
Comments	8
Saves	3

 **hifoodwinefest**  
Fri 11/6/2020 9:01 pm PST

Beautiful aloha Friday to kick off #HFWF20 in-person dinners at @alohilaniresort for



<b>Total Engagements</b>	<b>290</b>
Likes	282
Comments	0
Saves	8



# TWITTER

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

**TIME PERIOD:** December 1, 2019 - December 31, 2020

**TOTAL FOLLOWERS:** 4,676

**TOTAL # OF POSTS BY HFWF:** 50

**ENGAGEMENT:** 323

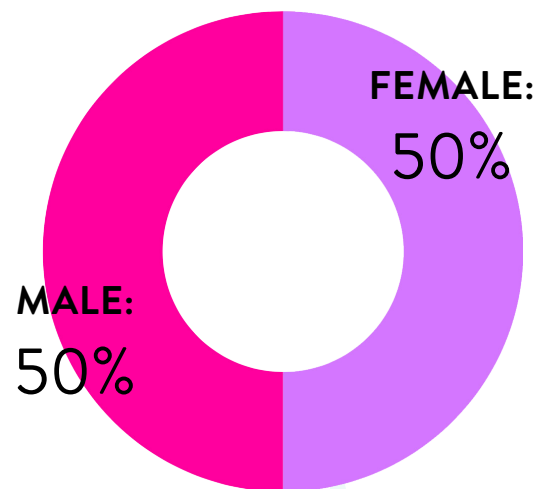
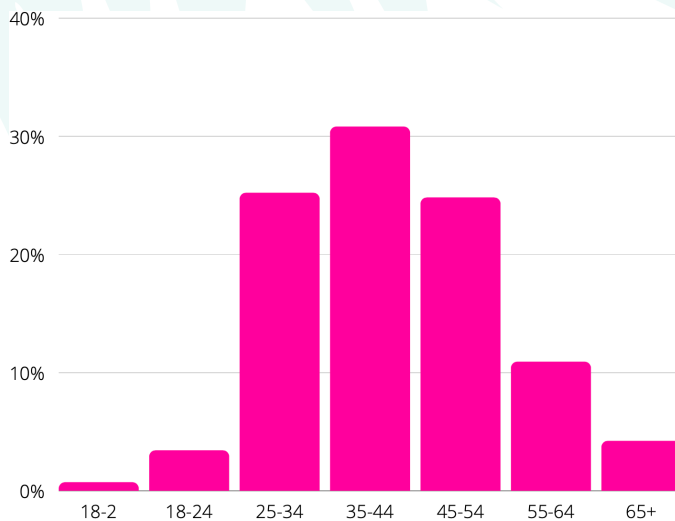
*HFWF focused more heavily on Instagram than Twitter in 2020.*

**INCREASE IN FOLLOWERS IN 2020:** -38

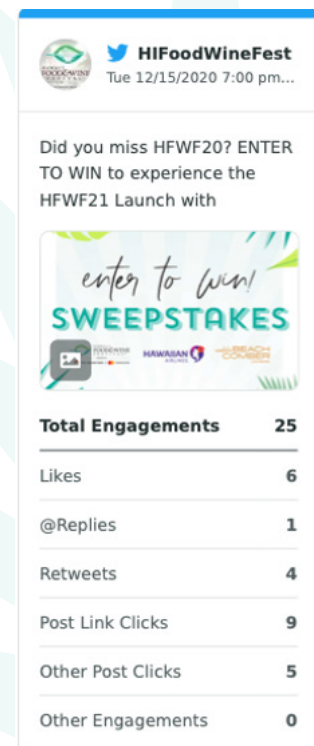
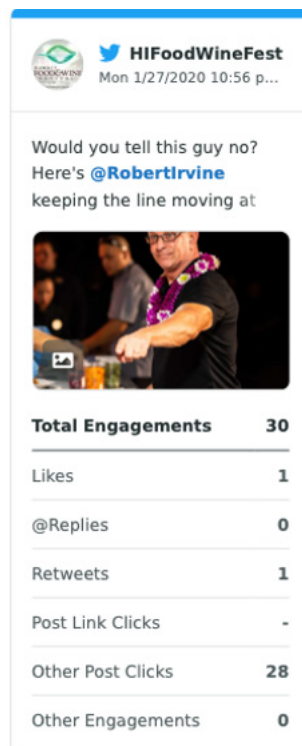
**IMPRESSIONS:** 58,892

**LINK CLICKS:** 67

## AGE & GENDER DEMOGRAPHICS:



## TOP TWITTER POSTS:









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FESTIVAL®

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**Aya Leslie** - Director of Development & Operations

**Teri Matsukawa** - Financial Advisor

**Cassidy Apo** - Executive Assistant

**Michelle Rice** - Marketing & Public Relations Manager

**Colleen Teramae** - Culinary Coordinator

**Poni Askew** - Event Manager



