



HAWAI'I
FOOD & WINE
FESTIVAL®

PRESENTED BY



First Hawaiian Bank. &



mastercard

11TH ANNUAL RECAP REPORT

ELEVENTH ANNUAL HAWAI'I FOOD & WINE FESTIVAL
OCTOBER 1 - DECEMBER 10, 2021



MĀLAMAM



In 2021, Hawai'i Food & Wine Festival spotlighted its overarching theme, "Taste Our Love for the Land," which promotes Hawai'i's local agricultural and fishing industries by producing world-class culinary experiences that also give back. The Festival used its platform to encourage residents and visitors alike to care for Hawai'i, our culture and our natural environment.

Ticket purchasers had an exclusive opportunity to Mālama 'Āina or care for the land with HFWF chef-led volunteer activities that tied to the Festival's events and partners. Mālama 'Āina allowed our participants to dive deeper into the history and culture of the islands, creating a stronger connection and appreciation for the islands.

A 'ĀINA



Chefs, guests and Team Kokua at Mālama 'Āina at Kāko'o 'Ōiwi on October 15, 2021.

Letter from our Founders



Aloha,

Mahalo to all our valued guests, chefs, purveyors, sponsors as well as our community and industry partners for an unforgettable HFWF21! In the face of another challenging year, the Eleventh Hawai'i Food & Wine Festival, with the support of each of you, was able to host 17 chef collaboration dinners, grand tasting and virtual events. We featured the culinary talents of more than 70 chefs from across the country and a diverse array of ingredients from our Islands' top farmers, fishermen and ranchers. This year's Festival also introduced its first-ever culinary and concert event, shining a light on Hawai'i's vital emerging industries.

In 2021, guided by our theme, Mālama 'Āina, we also planned new hands-on volunteer experiences with 13 nonprofit and 'āina-based organizations on the Island of Hawai'i, O'ahu and Maui and invited our chefs and attendees to deepen their connection to our Islands while giving back.

None of this would be possible without the support of our community. With your unwavering faith in our mission and generous contributions, Hawai'i Food & Wine Festival will continue to promote Hawai'i as a world-class culinary destination while adding to the \$3.1 million already donated to culinary, education and agricultural programs in our state.

With Sincere Gratitude,

Denise Yamaguchi
Chief Executive Officer

Alan Wong
Co-Chair

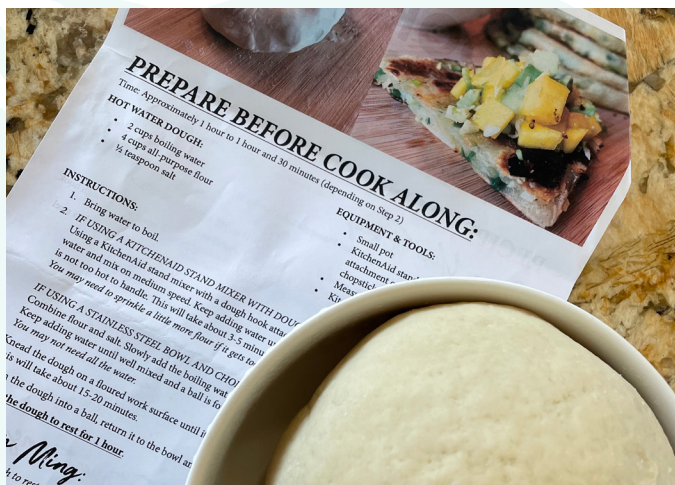
Roy Yamaguchi
Co-Chair

A man with grey hair, wearing a light-colored bucket hat with sunglasses on top, a black face mask, and a black t-shirt, is giving a thumbs-up gesture. He is standing outdoors in a tropical environment with lush green trees and palm fronds in the background. A white circular graphic is overlaid on the lower-left portion of the image, containing text.

Mission

Spotlight Hawai'i as
the center for purposeful
cultural endeavor by producing
world-class culinary experiences
which support the farmers,
students, chefs and people
who call Hawai'i home.

Types of Events



4 VIRTUAL EVENTS



16 COLLABORATION DINNERS & GALA DINNER



2 FAMILY-FRIENDLY EVENTS



5 GRAND TASTING EVENTS & CONCERT



9 MĀLAMA 'ĀINA ACTIVITIES

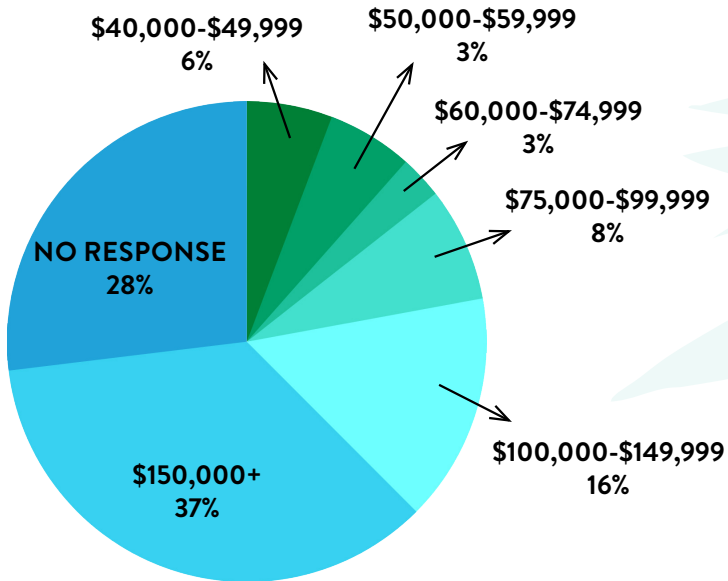


1 GOLF TOURNAMENT

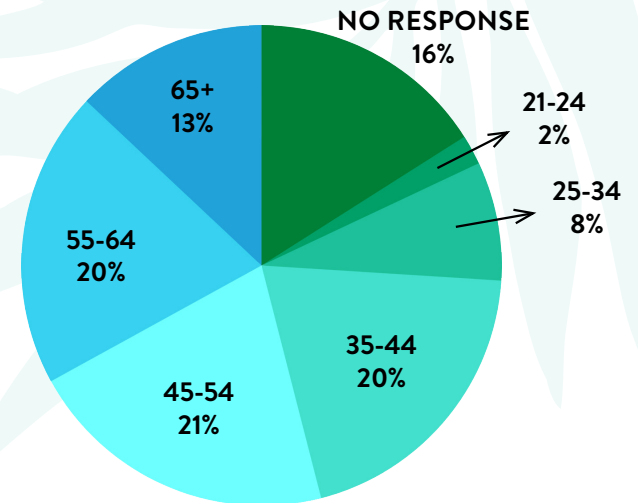
About our attendees

Data pulled from 764 online ticket purchasers for both virtual and in-person events.

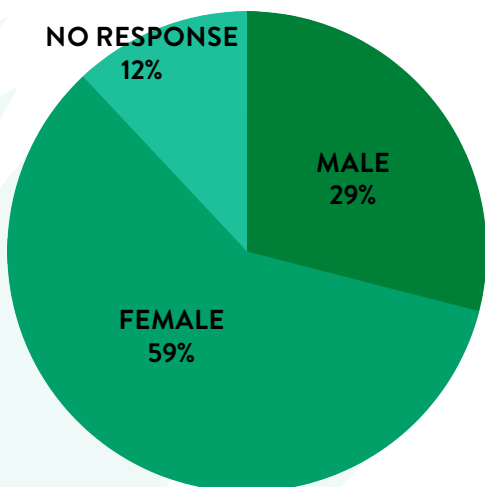
HFWF21 INCOME DEMOGRAPHIC:



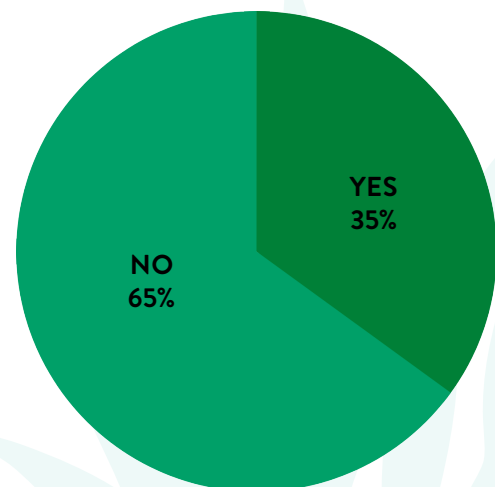
HFWF21 AGE DEMOGRAPHIC:



HFWF21 GENDER DEMOGRAPHIC:



ATTENDEE'S FIRST TIME TO HFWF:



SCHEDULE OF EVENTS

Through another year in the COVID-19 pandemic, HFWF continued to be innovative and creative throughout the constant restriction changes. The Eleventh Annual Hawai'i Food & Wine Festival organized events and experiences that put a spotlight on Hawai'i's culinary and agricultural communities, showcasing the very best of what Hawai'i has to offer – its natural beauty, culture, food and people.



MARCH 4, 2021

Virtual Event	Talent	Tickets Sold
Talk Story & Pau Hana with HFWF: Restaurant Trends 2021 - Reimagining the Restaurant Experience	<ol style="list-style-type: none"> 1. KEYNOTE SPEAKER: Dr. Tim Ryan, Culinary Institute of America – Hyde Park, NY 2. Chris Kajioka, Miro Kaimuki – Honolulu, HI 3. Michael Mina, Mina's Fish House – Ko Olina, HI 4. Betty Shimabukuro, Honolulu Star-Advertiser – Honolulu, HI 5. Young Yun, Ment'or – New York, NY 6. PAU HANA: Roberto Viernes, Master Sommelier – Ste. Michelle Wine Estates 	144

MARCH 23, 2021

Virtual Event	Talent	Tickets Sold
Kamehameha Schools Presents Talk Story & Pau Hana with HFWF: Rising Up	<ol style="list-style-type: none"> 1. KEYNOTE SPEAKER: Kristin Frost Albrecht, Hawai'i Food Basket – Island of Hawai'i 2. Megan Fox, Mālama Kaua'i – Kilauea, HI 3. No'eau Peralto, Hui Mālama i ke Ala 'Ūlili – Pa'auilo, HI 4. Dean & Michele Wilhelm, Ho'okua'āina – Kailua, HI 5. PAU HANA: Kyle Reutner, KōHana Distillers – Kunia, HI 	86

APRIL 25, 2021

Virtual Event	Talent	Tickets Sold
Kamehameha Schools Presents Cook Along with HFWF: Generational Cooking with Chef Ming Tsai	<ol style="list-style-type: none"> 1. Ming Tsai, MingsBings – Boston, MA 	108

MAY 20, 2021

Virtual Event

	Talent	Tickets Sold
Kamehameha Schools Presents Talk Story & Pau Hana with HFWF: Rediscovering the 'Āi in 'Āina, Food & Our Environment	<ol style="list-style-type: none"> 1. KEYNOTE SPEAKER: Seth Goldman, Eat The Change™ – Bethesda, MD 2. Derek Kurisu, KTA Super Store – Island of Hawai'i, HI 3. Spike Mendelsohn, PLNT Burger and Eat The Change – Bethesda, MD 4. Krisha Zane, Kū-A-Kanaka – Hilo, HI 5. PAU HANA: Kona Spiked Island Seltzers 	76

JULY 1, 2021

Launch

Location

Attendance

#HFWF21 Launch	Mariposa	98
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AUGUST 12-13, 19-21, 2021

Summer Nights with Foodland

Location

Tickets Sold

Oodles of Noodles with Roy Yamaguchi	Pau Hana Bar at Foodland Farms Pearl City	60
Fish & Poi with Mark Noguchi	Redfish Poke Bar at SALT at Our Ka'akako	58
Modern Plantation Feast with Ed Kenney	Mahi'ai Table at Foodland Farms Ka Makana Ali'i	69
Escape to Southern France with Jeremy Shigekane	et al. at Kahala MKT.	82
The Secret Spot with Dave Newman	ELEVEN at Foodland Farms Ala Moana	70

OCTOBER 1, 2021

Collaboration Dinner

Talent

Tickets Sold

Pele & Poli'ahu at Mauna Kea Beach Hotel	<ol style="list-style-type: none"> 1. Ryan Brannigan, Manta at the Mauna Kea Beach Hotel – Waimea, HI 2. Robert Del Grande, The Annie Cafe & Bar – Houston, TX 3. Michael Ginor, Lola – Great Neck, NY 4. Edward Lee, 610 Magnolia – Louisville, KY 5. Jason Neroni, The Rose Venice – Venice, CA 6. Michael Moorhouse, Mauna Kea Beach Resort – Waimea, HI 	130
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OCTOBER 2, 2021

Collaboration Dinner

	Talent	Tickets Sold
Cuisines of the Sun at CanoeHouse at Mauna Lani, Auberger Resorts Collection	<ol style="list-style-type: none"> 1. Celestino Drago, Drago Centro – Los Angeles, CA 2. Helen Hong, CanoeHouse – Waimea, HI 3. Raphael Lunetta, Lunetta – Santa Monica, CA 4. Matt Raso, CanoeHouse – Waimea, HI 5. Alan Wong, Alan Wong's – Honolulu, HI 	170

OCTOBER 15, 2021

Collaboration Dinner

	Talent	Tickets Sold
Mamma Mia! at Noe at Four Seasons Resort O'ahu at Ko Olina	<ol style="list-style-type: none"> 1. Michael Chiarello, Bottega Napa Valley – Napa, CA 2. Alex Stratta, Campo Italian – Scottsdale, AZ 3. Ryo Takatsuka, Noe at the Four Seasons Resort O'ahu at Ko Olina – Ko Olina, HI 	139

OCTOBER 16, 2021

Brunch

	Talent	Tickets Sold
Hawaiian Airlines Presents Sweet & Savory at Hyatt Regency Waikiki Beach Resort and Spa	<ol style="list-style-type: none"> 1. Elizabeth Falkner, ChEF Productions – Los Angeles, CA 2. Colin Hazama, C4 Table – Honolulu, HI 3. David LeFevre, The Arthur J – Manhattan Beach, CA 4. Robynne Maii, Fête – Honolulu, HI 5. Jeff Szombaty, Hyatt Regency Waikiki Beach Resort and Spa – Honolulu, HI 	149

OCTOBER 17, 2021

Collaboration Dinner

	Talent	Tickets Sold
The Art of Food & Wine	<ol style="list-style-type: none"> 1. Peter Armellino, The Plumed Horse – Saratoga, CA 2. Josiah Citrin, Charcoal Venice – Venice, CA 3. Gale Gand, TRU – Chicago, IL 4. Susur Lee, Lee's Restaurant – Ontario, Canada 5. Roy Yamaguchi, Roy Yamaguchi Group of Restaurants – Hawai'i 	126

OCTOBER 20, 2021

Collaboration Dinner

	Talent	Tickets Sold
Night at the Opera at 53 By The Sea	<ol style="list-style-type: none"> 1. Jose Garces, The Garces Group – Philadelphia, PA 2. Lance Kosaka, 53 By The Sea – Honolulu, HI 3. Alan Takasaki, Neiman Marcus – Honolulu, HI 	132

OCTOBER 21, 2021

Collaboration Dinner

	Talent	Tickets Sold
Bocuse at La Vie by G.Lion at the Ritz-Carlton Residences, Waikiki Beach	<ol style="list-style-type: none"> 1. Patrick Collins, La Vie by G.Lion at the Ritz-Carlton Residences, Waikiki Beach – Honolulu, HI 2. Jeffrey Hayashi, Madera at Rosewood Sand Hill – Menlo Park, CA 3. Philip Tessier, PRESS – St. Helena, CA 4. Annie Yamamoto, PRESS – St. Helena, CA 	60

OCTOBER 23, 2021

Collaboration Dinner

	Talent	Tickets Sold
Chef's Table at Hoku's at The Kahala Hotel & Resort	<ol style="list-style-type: none"> 1. Jonathan Mizukami, The Kahala Hotel & Resort – Honolulu, HI 2. Anthony Secviar, Protégé – Palo Alto, CA 	96

OCTOBER 24, 2021

Collaboration Dinner

	Talent	Tickets Sold
Divine at TBD... by Vikram Garg	<ol style="list-style-type: none"> 1. Vikram Garg, TBD... by Vikram Garg – Honolulu, HI 2. Belle English, Williams Sonoma – San Francisco, CA 3. Todd English, Todd English Enterprises – Boston, MA 4. Roy Yamaguchi, Roy Yamaguchi Group of Restaurants – Hawai'i 	88

OCTOBER 30, 2021

Recipe Contest

Finalists

Judges

Hawai'i Gas Presents Localicious Recipe Contest at The Academy Learning Hub	<ol style="list-style-type: none"> 1. Tasi Savage, West Hawai'i Exporation Academy – 6th Grade 2. Lily Tellado, Alvah A. Scott Elementary School – 6th Grade 3. Ava Rivera, Kaneohe Elementary School – 4th Grade 	Alicia Moy, Hawai'i Gas Sophia Stark, 2015 Localicious Recipe Winner Alan Wong, Alan Wong's
	<ol style="list-style-type: none"> 1. Keanu Flores, Hālau Kū Māna Public Charter School – 11th Grade 2. Leianne Paulo, Waipahu High School, 11th Grade 3. Sierra McElhannon, Hawai'i Technology Academy, 10th Grade 	

OCTOBER 31, 2021

Kids Event

Talent

Tickets Sold

HMAA Presents Keiki in the Kitchen: Decorate with Rosanna Pansino	<ol style="list-style-type: none"> 1. Rosanna Pansino, Nerdy Nummies – Los Angeles, CA 	85
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NOVEMBER 11, 2021

Grand Tasting

Talent

Tickets Sold

First Hawaiian Bank Presents Kanpai! at 'Alohilani Resort Waikiki Beach	<ol style="list-style-type: none"> 1. Timon Balloo, Balloo's Restaurant – Miami, FL 2. Frédéric Hoffmann, 'Alohilani Resort Waikiki Beach – Honolulu, HI 3. Brandon Jew, Mister Jiu's – San Francisco, CA 4. Ravi Kapur, Liholiho Yacht Club – San Francisco, CA 5. Michelle Karr-Ueoka, MW Restaurant – Honolulu, HI 6. Yong & Ted Kim, Seoul Sausage – Los Angeles, CA 7. Jon Matsubara, FEAST Manoa – Honolulu, HI 8. Ming Tsai, MingsBings – Boston, MA 	379

NOVEMBER 12, 2021

Grand Tasting

Talent

Tickets Sold

Yo Mama Can Cook! at Outrigger Reef Waikiki Beach	<ol style="list-style-type: none"> 1. Nyesha Arrington, Pier Love Food Group – Santa Monica, CA 2. Rey Baysa, Outrigger Reef Waikiki Beach – Honolulu, HI 3. Peter Merriman, Merriman's – Honolulu, HI 4. Country Velador, Super Chunk Sweets & Treats – Scottsdale, AZ 5. Marcel Vigneron, WOLF – Malibu, CA 	156
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NOVEMBER 14, 2021

Gala Dinner

Talent

Tickets Sold

Saks Fifth Avenue Presents Halekulani Master Chefs Gala: Caviar, Pearls and Aphrodisiacs at Halekulani	<ol style="list-style-type: none"> 1. Michelle Bernstein, Cafe La Trova – Miami, FL 2. Niki Nakayama, n/naka – Los Angeles, CA 3. Charles Phan, The Slanted Door – San Francisco, CA 4. Shaden Sato, Halekulani – Honolulu, HI 5. Nancy Silverton, Osteria Mozza – Los Angeles, CA 	145
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DECEMBER 5, 2021

Grand Tasting & Concert on the Lawn

Talent

Tickets Sold

Kamehameha Schools Presents Backyard BBQ & Mele on the Lawn	<ol style="list-style-type: none"> 1. Matt Barker, Teddy's Bigger Burgers – Haleiwa, HI 2. Kealoa Domingo, Nui Kealoha – He'eia, HI 3. James Kim, Sunset Texas Barbecue – Honolulu, HI 4. Nikolaos Lobendahn, Easy 'Que – Kailua, HI 5. Mikayla-Lynn Kaea, TEX 808 – Honolulu, HI 	316
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DECEMBER 8, 2021

Collaboration Dinner

Finalists

Tickets Sold

Hawaiian Airlines Presents Now You See It, Now You Don't at Humble Market Kitchen by Roy Yamaguchi	<ol style="list-style-type: none"> 6. Matt Dela Cruz, Humble Market Kitchen by Roy Yamaguchi – Wailea, HI 7. Pichet Ong, The Restaurant at Hotel Wailea – Wailea, HI 8. Taylor Ponte, Kamado Maui – Makawao, HI 9. Richard Rosendale, The Rosendale Collective – Leesburg, VA 	148
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DECEMBER 9, 2021

Collaboration Dinner

	Talent	Tickets Sold
Mahi Pono Presents Local Boys Are Nō Ka 'Ōi at Roy's Kaanapali	<ol style="list-style-type: none">1. Jessie Anacleto, Roy's Kaanapali – Kā'anapali, HI2. Chung Chow, Noreetuh – New York, NY3. Graham Elliot, Pounders Restaurant – Laie, HI4. Troy Guard, TAG Restaurant Group – Denver, CO	94

DECEMBER 10, 2021

Golf Tournament

	Talent	Teams Sold
24th Annual Roy Yamaguchi Golf Classic at Kā'anapali Golf Course and Roy's Kaanapali	<ol style="list-style-type: none">1. Hank Adaniya, Hank's Haute Dogs – Honolulu, HI2. David Flegel, Hyatt Regency Maui Resort and Spa – Kā'anapali, HI3. Joey Macadangdang, Macadangdang – Kā'anapali, HI4. Alvin Savella, Mala Tavern – Lahaina, HI5. Roy Yamaguchi, Roy Yamaguchi Group of Restaurants – Hawai'i	42 (129 Golfers)



MĀLAMA 'ĀINA VOLUNTEER ACTIVITIES



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Ticket purchasers had an exclusive opportunity to Mālama 'Āina or care for the land with HFWF chef-led volunteer activities that tied to the Festival's events and partners. Mālama 'Āina allowed our participants to dive deeper into the history and culture of the islands, creating a stronger connection and appreciation for the islands.

SEPTEMBER 29, 2021

Nonprofit Partner	Talent	Attendance
Kū-A-Kanaka with Mauna Kea Beach Resort	<ol style="list-style-type: none"> 1. Peter Abarcar, Mauna Kea Beach Hotel – Waimea, HI 2. Robert Del Grande, The Annie Cafe & Bar – Houston, TX 3. Michael Ginor, Lola – Great Neck, NY 4. Edward Lee, 610 Magnolia – Louisville, KY 5. Jason Neroni, The Rose Venice – Venice, CA 	8

OCTOBER 14, 2021

Nonprofit Partner	Talent	Attendance
Kuleana Coral with Four Seasons Resort O‘ahu at Ko Olina	<ol style="list-style-type: none"> 1. Michael Arnot, Four Seasons Resort O‘ahu at Ko Olina – Ko Olina, HI 2. Ryo Takatsuka, Noe at the Four Seasons Resort O‘ahu at Ko Olina – Ko Olina, HI 	6

OCTOBER 15, 2021

Nonprofit Partner	Talent	Attendance
Kāko‘o ‘Ōiwi with Hyatt Regency Waikiki Beach Resort and Spa	<ol style="list-style-type: none"> 1. David LeFevre, The Arthur J – Manhattan Beach, CA 2. Jeff Szombaty, Hyatt Regency Waikiki Beach Resort and Spa – Honolulu, HI 	13

OCTOBER 16, 2021

Nonprofit Partner	Talent	Attendance
Papahana Kualoa with 53 By The Sea	<ol style="list-style-type: none"> 1. Roy Yamaguchi, Roy Yamaguchi Group of Restaurants – Hawai‘i 	7

OCTOBER 21, 2021

Nonprofit Partner	Talent	Attendance
Mālama Maunaloa with The Kahala Hotel & Resort	<ol style="list-style-type: none"> 1. Anthony Secviar, Protégé – Palo Alto, CA 	5

OCTOBER 23, 2021

Nonprofit Partner	Talent	Attendance
Ho'okua'aina with The Ritz-Carlton Residences, Waikiki Beach	<ol style="list-style-type: none"> 1. Jeffrey Hayashi, Madera at Rosewood Sand Hill – Menlo Park, CA 2. Philip Tessier, PRESS – St. Helena, CA 	16

NOVEMBER 9, 2021

Nonprofit Partner	Talent	Attendance
Paepae o He'eia with 'Alohilani Resort Waikiki Beach	<ol style="list-style-type: none"> 1. Timon Balloo, Balloo's Restaurant – Miami, FL 2. Frédéric Hoffmann, 'Alohilani Resort Waikiki Beach – Honolulu, HI 3. Ravi Kapur, Liholiho Yacht Club – San Francisco, CA 4. Michelle Karr-Ueoka, MW Restaurant – Honolulu, HI 5. Yong & Ted Kim, Seoul Sausage – Los Angeles, CA 6. Jon Matsubara, FEAST Manoa – Honolulu, HI 7. Ming Tsai, MingsBings – Boston, MA 	19

NOVEMBER 10, 2021

Partner	Talent	Attendance
Kualoa Ranch with Outrigger Reef Waikiki Beach	<ol style="list-style-type: none"> 1. Country Velador, Super Chunk Sweets & Treats – Scottsdale, AZ 	7

NOVEMBER 12, 2021

Nonprofit Partner	Talent	Attendance
Mālama Loko Ea Foundation with Halekulani	<ol style="list-style-type: none"> 1. Michelle Bernstein, Cafe La Trova – Miami, FL 2. Niki Nakayama, n/naka – Los Angeles, CA 3. Charles Phan, The Slanted Door – San Francisco, CA 4. Shaden Sato, Halekulani – Honolulu, HI 5. Alan Wong, Alan Wong's – Honolulu, HI 	15

#HFWF21

By the numbers

3,663
PARTICIPANTS

PARTICIPATED IN HFWF21 VIRTUALLY
AND IN-PERSON.

\$9,414,362

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

3,661,245,869

RECORD AUDIENCE WAS REACHED
THROUGH VARIOUS MEDIA OUTLETS,
INCLUDING WEB, BROADCAST,
RADIO, SOCIAL MEDIA AND
PODCASTS.



2021 HIGHLIGHTS

PELE & POLI'AHU AT MAUNA KEA BEACH HOTEL



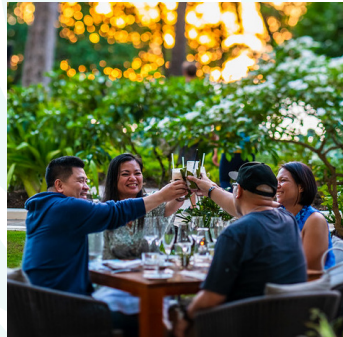
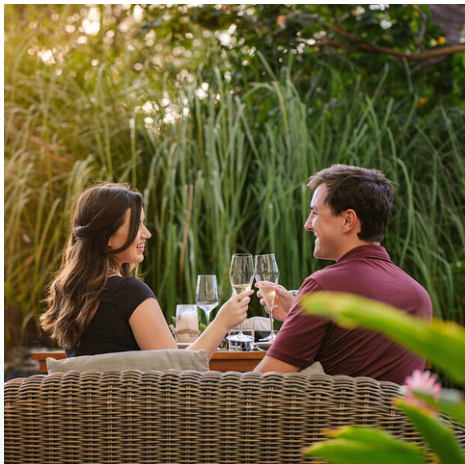
CUISINES OF THE SUN AT CANOEHOUSE AT MAUNA LANI, AUBERGE RESORTS COLLECTION



CUISINES OF THE SUN (CONTINUED)



MAMMA MIA! AT NOE AT FOUR SEASONS RESORT O'AHU AT KO OLINA



HAWAIIAN AIRLINES PRESENTS SWEET & SAVORY AT HYATT REGENCY WAIKIKI BEACH RESORT AND SPA



THE ART OF FOOD & WINE AT THE ORIGINAL ROY'S IN HAWAII KAI



NIGHT AT THE OPERA AT 53 BY THE SEA



BOCUSE AT LA VIE AT THE RITZ-CARLTON RESIDENCES, WAIKIKI BEACH



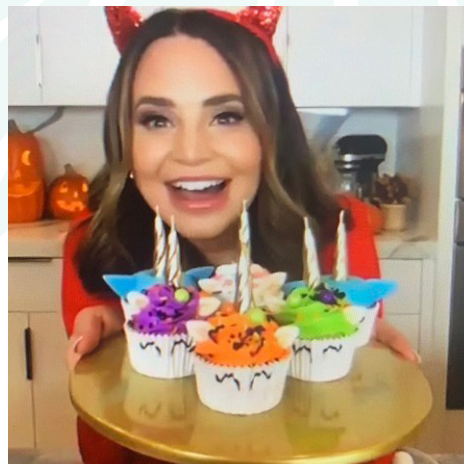
CHEF'S TABLE AT HOKU'S AT THE KAHALA HOTEL & RESORT



DIVINE AT TBD... BY VIKRAM GARG AT LOTUS HONOLULU



HAWAI'I GAS PRESENTS LOCALICIOUS RECIPE CONTEST HMAA PRESENTS KEIKI IN THE KITCHEN



FIRST HAWAIIAN BANK PRESENTS KANPAI! AT 'ALOHILANI RESORT WAIKIKI BEACH



YO MAMA CAN COOK! AT OUTRIGGER REEF WAIKIKI BEACH RESORT



SAKS FIFTH AVENUE PRESENTS HALEKULANI GALA: CAVIAR, PEARLS & APHRODISIACS AT HALEKULANI



KAMEHAMEHA SCHOOLS PRESENTS BACKYARD BBQ & MELE ON THE LAWN AT BISHOP MUSEUM



HAWAIIAN AIRLINES PRESENTS NOW YOU SEE IT, NOW YOU DON'T AT HUMBLE MARKET KITCHIN BY ROY YAMAGUCHI



MAHI PONO PRESENTS LOCAL BOYS ARE NO KA 'OI AT ROY'S KAANAPALI



24TH ANNUAL ROY YAMAGUCHI GOLF CLASSIC AT KĀ'ANAPALI GOLF COURSE



24TH ANNUAL ROY YAMAGUCHI GOLF CLASSIC AT KĀ'ANAPALI GOLF COURSE (CONTINUED)



MEDIA RESULTS

January 1, 2021 - December 31, 2021

TOTAL REACH

3,661,245,869

TOTAL PUBLICITY VALUE

\$9,414,362

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

Despite another year in the COVID-19 pandemic, the Eleventh 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 Aya Leslie at aya@hawaiiifoodandwinefestival.com*

PUBLICATIONS & OUTLETS

TELEVISION

Local:

- Billy V. LIVE
- KFVE (Hawaii News Now)
- KGMB (Hawaii News Now)
- KHII (KHON 2)
- KHNL
- KHON 2
- KITV 4
- Olelo-VIEWS

RADIO

Local:

- Hawaii Public Radio
- KHPR-FM
- KSSK-FM
- KHVH-AM
- KPOA-FM

PRINT

National:

- FSR Magazine

Local:

- Hawaii Magazine
- Honolulu Star-Advertiser
- The Kahala News
- The O'ahu Concierge

ONLINE

National:

- 967 The Wolf - Lifestyle
- A Rain of Thought
- ActiveRain.com
- ADVFN
- ALL EVENTS IN
- Americantowns.com Monroe, WI
- babyboynames123.com
- Barron's Magazine
- bartenderjourney.net
- BBQ/Grilling News-PR Newswire
- Benzinga
- Best Travel Tale
- bestthingshi.com
- BizWire Express
- Bloglikes
- Bucket List Bars
- Business Class News
- Business Journals
- California Travel Association - Prnewswire
- carpe-travel.com
- Christabelle's Closet
- christian-schnell.info
- CISION - Wine Lovers of NYC
- confettiandstripesblog.com
- contestbig.com
- Cookistry's Kitchen Gadget and Food Reviews
- Cori's Cozy Corner
- Country Legends 1059 - Lifestyle
- Dailymotion
- Delish
- Eat This, Not That!
- Eater NY
- eTurboNews
- Flickr

ONLINE

National Continued:

- fnb-reporter.com
- folsomlocalnews.com
- Food & Wine Magazine
- fooshya.com
- Forbes Magazine
- formationsprojects.com
- FrugalNovice
- frugalnovice.com
- fsrmagazine.com
- Gang of Pour On Wine
- giphy.com
- GSN Newswire - Good Spirits News
- happeningnext.com
- hashilife.com
- hauteresidence.com
- hawaiiancitizen.press
- hawaiibreakingnews.com
- howzitkohala.com
- Hudson Valley Wine Goddess
- Insider Tracking
- Jet Setting Fashionista
- JOT / UP
- JustLuxe
- KNTV-TV [NBC 11]
- kolonaaden.net
- Kolt Country - Lifestyle
- koolina.com
- lewllewmedia.com
- LinkedIn
- LocalGetaways.com
- Lonely Planet
- Luxe Beat
- MarketWatch
- Media Newswire - Journalnewstoday
- Modern Luxury
- MoneyInc
- moneyinc.com
- MSN News
- My Silly Little Gang
- namebet.cc
- NATIONAL
- NewsBreak

ONLINE

National Continued:

- One News Page
- Patch - Everything Local
- PRWeb
- Pull That Cork
- rainbowkidsnyc.com
- Reader's Digest
- ReviewsandTrends.com
- rumandoak.com
- ryanjreedy.com
- sanyehnews.com
- Seattle Post Intelligencer
- Seattlepi.com
- sf.eater.com
- SFist
- Sightseers' Delight
- Skalusa - Prnewswire
- stayhappening.com
- Tactics Magazine
- Targeted News Service (Print Edition)
- The Forward Cabin - PRNewswire
- The Manual
- The Wine Siren
- thecookiediet.com
- thefoodiechannel.com
- tonypage.com
- topfeatured.com
- torrent-game.site
- Travel + Leisure
- Travel and Leisure
- Travel Pulse
- Travel Weekly
- travelersgateway.com
- TravelPulse
- uppermag.com
- US983 - Lifestyle
- USA Inquirer
- usanewsjournal.org
- WBOC-TV
- WBOC-TV [CBS 16]
- WFMZ
- WFMZ-TV [IND 69]
- WFOM | Xtra 1063 FM

ONLINE

National Continued:

- What VINO
- whatfaithcando.net
- WHLF-FM - Lifestyle
- WICZ-TV [FOX 40]
- Wine Diva Lifestyle
- Wine News - Wine Diva Lifestyle
- WRDE.com - PR Newswire
- WWZW - Lifestyle
- xtocky.anantomallick.com
- Yahoo! Lifestyle
- yalanews.online
- Yelp

Local:

- AAA Hawaii
- Big Island Now
- Civil Beat
- Go Hawaii
- GoVisitHawaii.com
- Hawaii Breaking News
- Hawaii Mom Blog
- Hawaii News Now
- Hawaii Patch
- Hawaii Public Radio
- Hawaii Tourism Japan
- Hawaii Tribune-Herald
- Honolulu Magazine
- Honolulu Star Advertiser
- Honolulu Star-Advertiser
- HVCB Go Hawaii e-Newsletter
- Kamehameha Schools
- KHON-TV [FOX 2]
- Maui Now
- Modern Luxury Hawaii
- Pacific Business News
- Spot On Hawaii
- The Hawaii Admirer
- The Maui News
- Think Tech Hawaii
- University of Hawai'i

ONLINE

International:

- activerain.com
- canadianinsider.com
- Google
- Le Lezard
- Line 17
- MSN - Australia
- MSN Canada
- MSN Ireland
- MSN Malaysia
- MSN NZ
- MSN Singapore
- mynews13.com
- newsopener.com
- OTT Travel - PR Newswire
- PressFrom - Germany
- pressreleasepoint.com
- reddit
- Yahoo Style Singapore

WEBSITE & SOCIAL

#HFWF21

WEBSITE

WWW.HFWF.ME

227,706

Total number of sessions spent actively on website

507,892

Total number of page views

1:32

Average length of session

FACEBOOK

Hawai'i Food & Wine Festival

12,999

Total Facebook followers as of December 31, 2021

-1.00%

Fan growth in 2021

255,680

Number of unique impressions

INSTAGRAM

@HIFOODWINEFEST

19,900

Total Instagram followers as of December 31, 2021

6.20%

Follower growth in 2021

634,436

Number of unique impressions

TWITTER

@HIFOODWINEFEST

4,627

Total Twitter followers as of December 31, 2021

-1.00%

Follower growth in 2021

47,642

Number of unique impressions

WEBSITE

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

Data Pulled from January 1, 2021 - December 31, 2021

SESSIONS: 227,706

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: 122,716

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

Includes both new and returning visitors

PAGEVIEWS: 3507,892

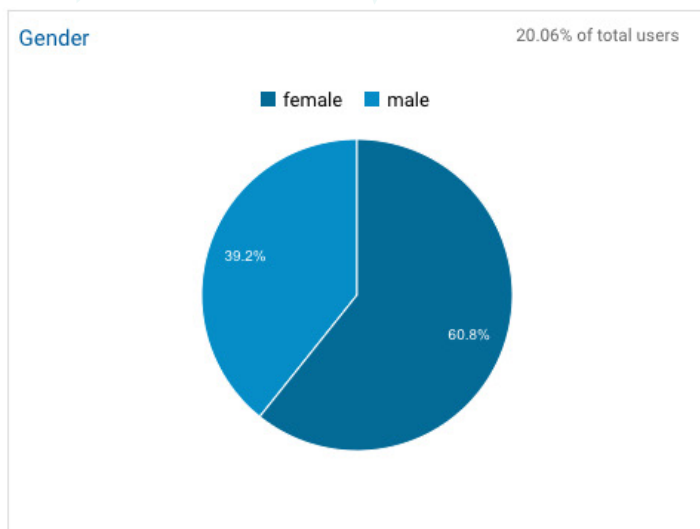
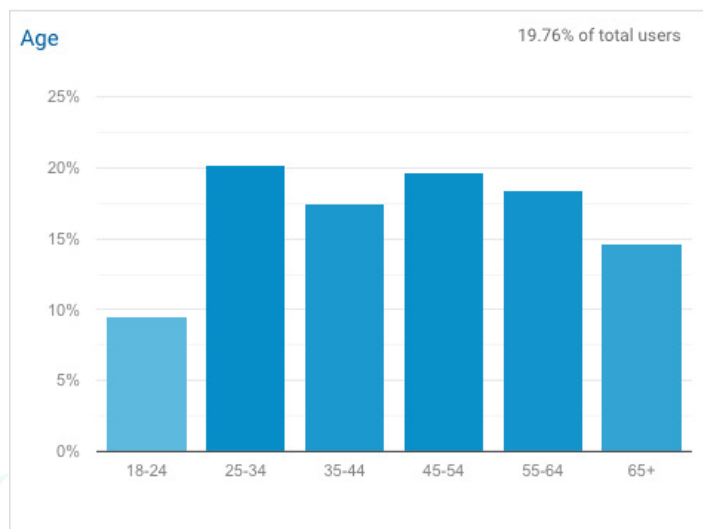
The total number of pages viewed. Repeated views of a single page are counted

AVGERAGE SESSION DURATION: 00:01:32

NUMBER OF SESSIONS PER USER: 1.86

INCREASE IN SESSION YEAR OVER YEAR: 36.87%

AGE & GENDER DEMOGRAPHICS:



WEBSITE AUDIENCE:

Top 3 Ranking Countries

United States - 94.21%

Top Regions
Hawai'i
California
Texas

Users - 115,695
New Users - 116,060
Sessions - 217,128

Canada - 0.97%

Top Regions:
British Columbia
Ontario
Alberta

Users - 1,195
New Users - 1,185
Sessions - 1,450

Japan - 0.42%

Top Regions:
Tokyo
Kanagawa
Osaka

Users - 521
New Users - 515
Sessions - 676

FACEBOOK

www.facebook.com/HawaiiFoodandWineFestival

TIME PERIOD: January 1, 2021 - December 31, 2021

TOTAL LIKES: 12,999

ENGAGEMENT: 10,369

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

IMPRESSIONS: 255,680

The number of times HFWF content was seen.

INCREASE IN LIKES IN 2010: -160

OF POSTS: 230

The number of pieces of content posted by HFWF.

POST CLICK LINKS: 1,198

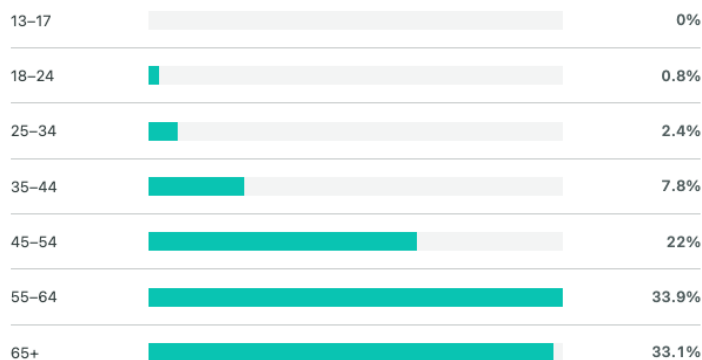
The number of times link clicked through post.

AGE & GENDER DEMOGRAPHICS:

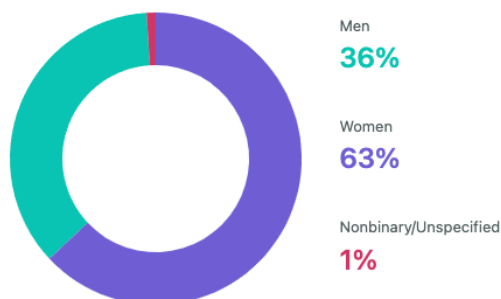
People Engaged Demographics

Review the average daily user demographics of the people who took action on your page during the reporting period.

People Engaged by Age ①



People Engaged by Gender ①



Women between the ages of 55-64 have a higher potential to see your content and visit your Page.


TOP COUNTRY AUDIENCE:

United States	9,546
Australia	441
Japan	358
Canada	300
Mexico	151

TOP CITIES AUDIENCE:


Honolulu, HI	1,727
Los Angeles, CA	177
New York, NY	156
Sydney, Australia	134
San Diego, CA	111

TOP FACEBOOK POSTS:



Hawaii Food & Wine Festival
Sun 8/8/2021 1:00 pm PDT

Football? How about Monday Night Mele instead? Join this all-star lineup of Kamehameha Schools alumni (Na Leo Pilimehana, Keauhou Band, Brook Lee and @manu.boyd) for a...



Total Engagements	1,582
Reactions	833
Comments	22
Shares	38
Post Link Clicks	41
Other Post Clicks	648




Hawaii Food & Wine Festival
Thu 5/13/2021 2:22 pm PDT

Spike Mendelsohn blazing trails and fighting for food policy! Chef Spike joins his Eat The Change co-founder Seth Goldman, KTA Super Stores EVP Derek Kurisu and Kū-A-Kanaka LLC...



Total Engagements	697
Reactions	25
Comments	0
Shares	2
Post Link Clicks	104
Other Post Clicks	566



Hawaii Food & Wine Festival
Thu 6/3/2021 1:17 pm PDT

So stoked to be in Maui with @mahipono and #HFWF #chefs @bevannon @chefchriskajoka @chefmcgill @leeannwong @chefroyyamaguchi for the official launch of the Chefs'...



Total Engagements	193
Reactions	116
Comments	7
Shares	13
Post Link Clicks	—
Other Post Clicks	57



INSTAGRAM

www.instagram.com/HIFoodWineFest

TIME PERIOD: January 1, 2021 - December 31, 2021

TOTAL FOLLOWERS: 19,990

INCREASE IN FOLLOWERS IN 2021: 1,186

TOTAL # OF POSTS BY HFWF: 688

TOTAL # OF STORIES BY HFWF: 483

TOTAL IMPRESSIONS: 634,436

TOTAL ENGAGEMENT: 17,195

PROFILE CLICKS: 3,813

AGE & GENDER DEMOGRAPHICS:

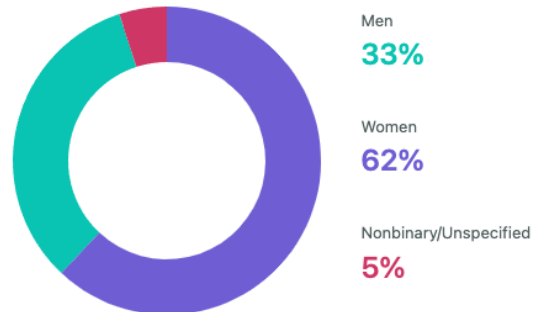
Audience Demographics

Review your audience demographics as of the last day of the reporting period.


Audience by Age

13-17		0.2%
18-24		2.3%
25-34		22.1%
35-44		37.5%
45-54		23.4%
55-64		10.4%
65+		4.1%


Audience by Gender



TOP INSTAGRAM POSTS:

 **hifoodwinefest**
Sun 7/4/2021 12:00 pm PDT

Happy 4th of July! Get the #ohana together and celebrate America's birthday with a little flare! Wishing




Total Engagements 305


Likes 296

Comments 5

Saves 4

 **hifoodwinefest**
Fri 7/2/2021 1:04 pm PDT

It's official ... Hawaii Food & Wine Festival kicks off its Eleventh Annual Festival, HFWF21: Mālama 'Āina (to c




Total Engagements 278


Likes 262

Comments 11

Saves 5

 **hifoodwinefest**
Wed 12/8/2021 1:02 pm PST

Food, wine and Waikiki Beach - what more could you ask for? Tag a friend you'd like to experience HFWF22 with



Total Engagements 261

Likes 208

Comments 53

Saves 0

HASHTAG PERFORMANCE:

Outbound Hashtag Performance

Review your hashtag usage during the reporting period and contrast them with hashtags that drew the most engagement.

Most Used Hashtags

#hfwf	185
#hfwf21	178
#supportlocal	119
#foodfestival	78
#eatlocal	77
#chefevent	71
#hawaiieats	71
#nonprofit	70
#foodandwine	59
#giveback	53

Top Hashtags by Lifetime Engagements

#hfwf	15,025
#hfwf21	14,229
#supportlocal	9,869
#foodfestival	7,822
#eatlocal	7,122
#chefevent	6,899
#hawaiieats	6,550
#foodandwine	6,121
#nonprofit	5,101
#giveback	4,144



TWITTER

www.twitter.com/HIFoodWineFest

TIME PERIOD: January 1, 2021 - December 31, 2021

TOTAL FOLLOWERS: 4,627

TOTAL # OF POSTS BY HFWF: 88

ENGAGEMENT: 556

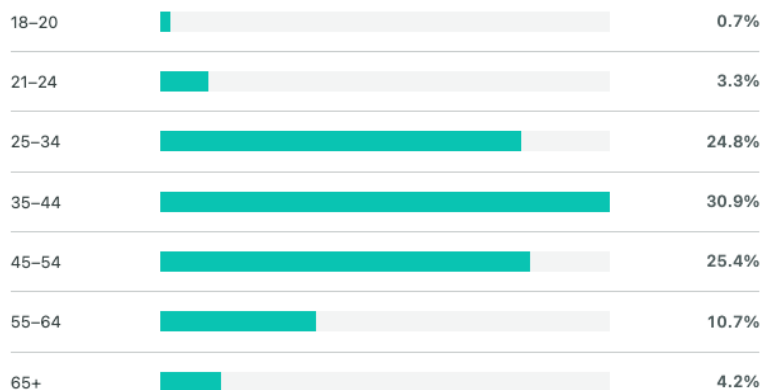
HFWF focused more heavily on Instagram than Twitter in 2021.

AGE & GENDER DEMOGRAPHICS:

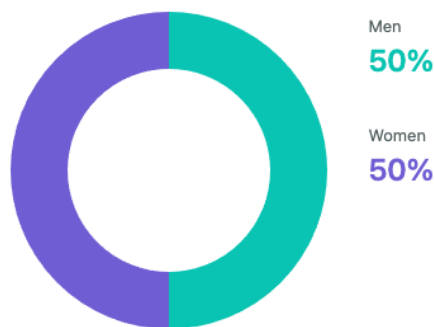
Audience Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age



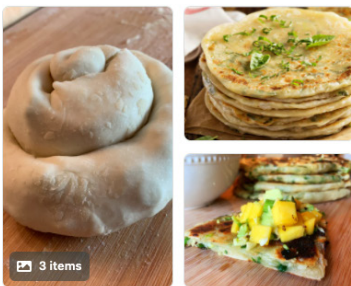
Audience by Gender



TOP TWITTER POSTS:

HiFoodWineFest
Sun 4/18/2021 6:00 pm UTC

Become a [#HFWF](#) home chef! Put on your apron as Ming Tsai teaches you step-by-step how to make cong you bing, the traditional Chinese dish aka scallion pancakes, with two



3 items

Total Engagements	78
Likes	10
@Replies	0
Retweets	1
Post Link Clicks	17
Other Post Clicks	50
Other Engagements	0

HiFoodWineFest
Wed 4/14/2021 11:39 pm UTC

Have you met our friend [@mingsai](#)? Get up close and personal — and learn a few cooking tips from the master — at our Cook Along with [#HFWF](#) on Sunday, April 25! Learn mo

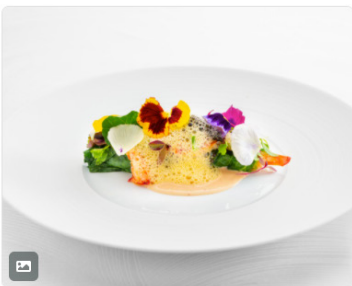


3 items

Total Engagements	68
Likes	6
@Replies	0
Retweets	0
Post Link Clicks	9
Other Post Clicks	53
Other Engagements	0

HiFoodWineFest
Sat 7/31/2021 12:30 am UTC

One month closer to [#HFWF21](#)! Tag someone you want to enjoy this year's Festival with. [#tbt](#) to HFWF19's [@saks](#) Presents [@HalekulaniHotel](#) Culinary Masters Gala - Michel



3 items

Total Engagements	48
Likes	3
@Replies	1
Retweets	0
Post Link Clicks	—
Other Post Clicks	44
Other Engagements	0

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Save the Date **12TH ANNUAL HAWAII FOOD & WINE FESTIVAL**

KĀ'ANAPALI, MAUI - OCTOBER 21-23, 2022

ISLAND OF HAWAII - OCTOBER 28-29, 2022

O'AHU - NOVEMBER 3-6, 2022

2021 FESTIVAL TEAM

Denise Yamaguchi - Chief Executive Officer

Aya Leslie - Director of Development & Operations

Teri Matsukawa - Financial Advisor

Cassidy Apo - Executive Assistant & Event Coordinator

Erin Yamauchi - Director of Marketing & PR

Colleen Teramae - Culinary Coordinator

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