

HAWAII
FOOD & WINE
FESTIVAL®

13TH ANNUAL RECAP REPORT

THIRTEENTH ANNUAL HAWAII FOOD & WINE FESTIVAL®
OCTOBER 20 - NOVEMBER 18, 2023



Letter from our Founders



Aloha,

Mahalo for being a part of the Thirteenth Annual Hawai'i Food & Wine Festival® (HFWF). As we reflect on the year 2023, we are filled with a profound sense of gratitude for your unwavering support of HFWF. In times of crisis, the culinary and hospitality industry are among some of the first to give—ready and willing to help. This was evident with the rapid response of Maui chefs who sprung into action with food hubs distributing meals in West Maui, as well as the national outpouring of support from food service professionals organizing fundraisers for the Kokua Restaurant & Hospitality Fund. With 80% of Maui's economy dependent on the visitor industry—and culinary and hospitality professionals a vital aspect of that—the much-needed assistance is pivotal in ensuring a future for Maui's vibrant food and beverage scene.

Your steadfast support of the Hawai'i Ag & Culinary Alliance (HACA) and Hawai'i Food & Wine Festival® has helped to further our mission—elevating our islands as a world-class culinary destination, showcasing local culinary talent and spotlighting Hawai'i's diverse, high-quality grown, raised, and caught ingredients. Your contributions played a vital role in ensuring that we could continue to provide a platform for these artisans and celebrate the unique flavors of our islands.

As we look ahead to the future, we are filled with optimism and excitement for what lies ahead. With your continued support, we are confident that HFWF will continue to serve as a beacon for culinary excellence, showcasing the best of what Hawai'i has to offer to the world.

With Sincere Gratitude,

Denise Yamaguchi

Denise Yamaguchi
Chief Executive Officer

Alan Wong

Alan Wong
Co-Chair

Roy Yamaguchi

Roy Yamaguchi
Co-Chair

Mission

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



#HFWF23

By the numbers

14 EVENTS

FILLED THE HFWF23 SCHEDULE, EVENTS INCLUDING GRAND TASTINGS, GALA DINNER, WINE SEMINARS, BRUNCHES, KIDS EVENT, AND PANEL DISCUSSIONS.

5,873

PARTICIPANTS

PARTICIPATED IN HFWF23.

\$60,641,795

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

32,275,724,743

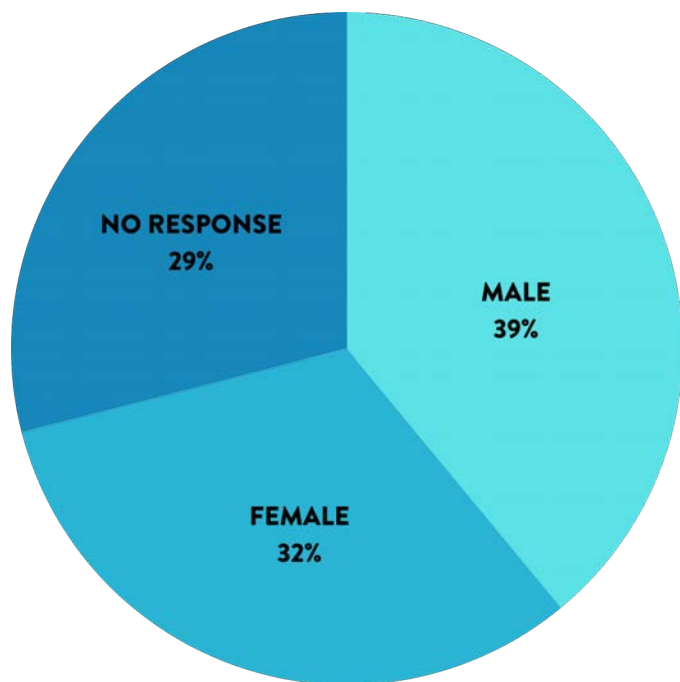
RECORD AUDIENCE WAS REACHED THROUGH VARIOUS MEDIA OUTLETS, INCLUDING WEB, BROADCAST, RADIO, SOCIAL MEDIA AND PODCASTS.



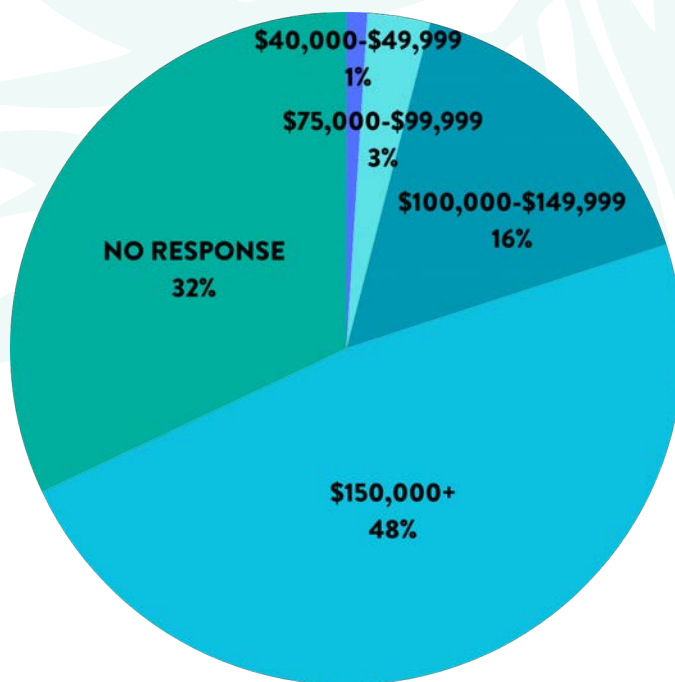
ABOUT OUR ATTENDEES

Data pulled from 2,994 HFWF23 online ticket purchasers.

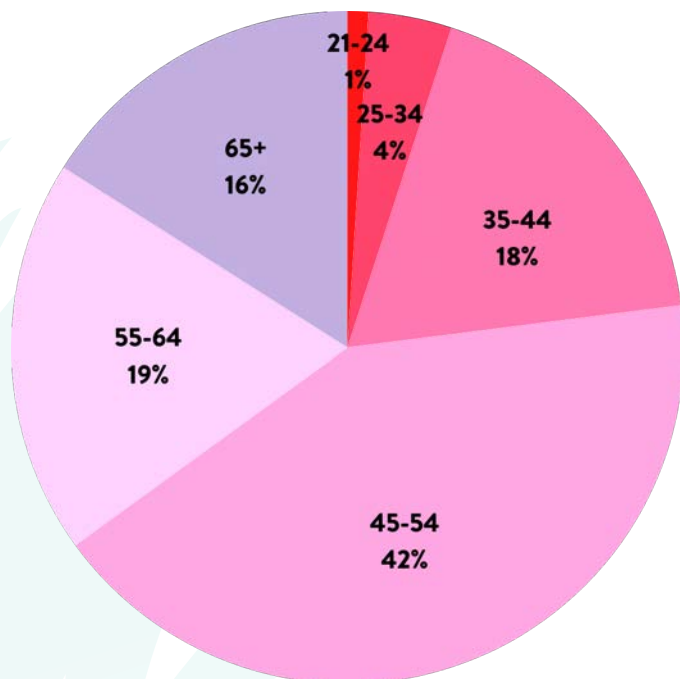
HFWF23 GENDER DEMOGRAPHIC:



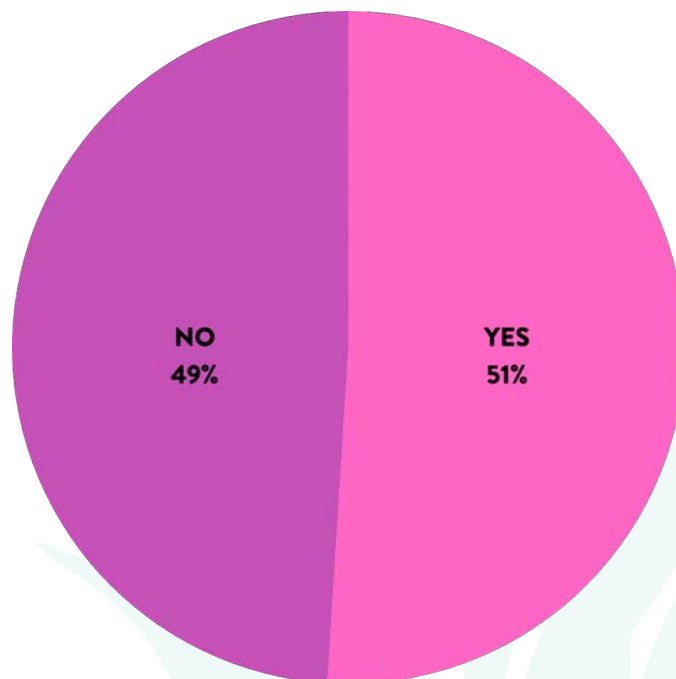
HFWF23 INCOME DEMOGRAPHIC:



HFWF23 AGE DEMOGRAPHIC:



ATTENDEE'S FIRST TIME TO HFWF:



SCHEDULE OF EVENTS



APRIL 7, 2023

TRIBUTE DINNER AT HALEKULANI

ATTENDANCE

121



CHEFS



Vikram Garg
 UMI by Vikram Garg
Honolulu, HI



Susur Lee
 Lee Restaurant
Toronto, Canada



Lenny Messina
 Restaurant LOLA
Great Neck, NY



Christian Testa
 Halekulani
Honolulu, HI



Roy Yamaguchi
 Roy Yamaguchi
 Restaurant Group
Honolulu, HI

MAY 9, 2023

HF22 MAHALO RECEPTION & HF23 LAUNCH EVENT (PRIVATE)

ATTENDANCE

175

CHEFS



Colin Hazama
 Hawai'i Food & Wine
 Festival®



Ocean Kanekoa
 Pā'ina by Ocean
 Waimea, HI



Lance Kosaka
 Mariposa
Honolulu, HI



Nae Ogawa
 NatuRe Waikiki
Honolulu, HI

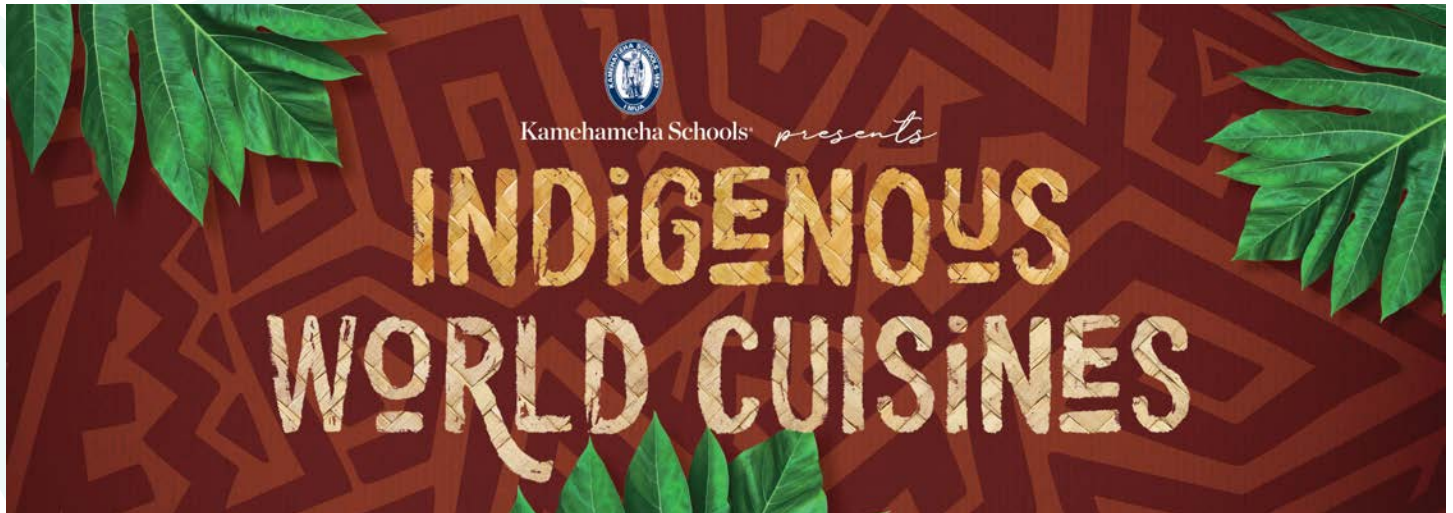
PC: Honolulu Magazine

OCTOBER 20, 2023

GRAND TASTING AT MAUNA KEA BEACH HOTEL

ATTENDANCE

453



CHEFS



Timon Balloo
The Katherine
Ft. Lauderdale, FL



Kealoha Domingo
Nui Kealoha
Kāneo'he, HI



Monique Fiso
HIAKAI
Wellington,
New Zealand



Jorge Granda
Mauna Kea Beach
Hotel
Waimea, HI



Ravi Kapur
Liholiho Yacht Club
San Francisco, CA



Michael Meredith
Mr. Morris Eatery
Auckland,
New Zealand



Dexter Mina
WOVEN
Tacoma, WA



Sean Sherman
NATIFS/Indigenous
Food Lab
Minneapolis, MN



Crystal Wahpepah
Wahpepah's Kitchen
Oakland, CA



Ricardo Zarate
Los Angeles, CA

MIXOLOGISTS



Jen Ackrill
Kaimana Beach Hotel
Honolulu, HI



Art Deakins
Kuleana Rum Works
Waimea, HI



Eric Dill
Kō'olau Distillery
Honolulu, HI



Kyle Reutner
Kō Hana Rum
Kunia, HI



Christian Self
Southern Glazer's
Wine & Spirits of
Hawaii



Alicia Yamachika
Southern Glazer's
Wine & Spirits of
Hawaii

WINEMAKERS



Jonathan Floyd
Duckhorn Family of
Wines
Napa Valley, CA



Chad Melville
Melville Estates
Santa Barbara, CA



Matthew Milton
Louis Vuitton
Moët Hennessy
New York, NY



Kelli Sahara
Jackson Family Wines
Honolulu, HI



Roberto Viernes MS
Ste. Michelle Wine
Estates
Honolulu, HI



Chris Ramelb MS
Southern Glazer's
Wine & Spirits of
Hawaii



Art Tongkao-On
Southern Glazer's
Wine & Spirits of
Hawaii

OCTOBER 21, 2023

PANEL DISCUSSION AT MAUNA KEA BEACH HOTEL

ATTENDANCE

47



PANELISTS



**Hinaleimoana
Wong-Kalu**
Moderator



Kealoha Domingo
Nui Kealoha
Kāneo'he, HI



Monique Fiso
HIAKAI
*Wellington,
New Zealand*



Sean Sherman
NATIFS/Indigenous
Food Lab
Minneapolis, MN



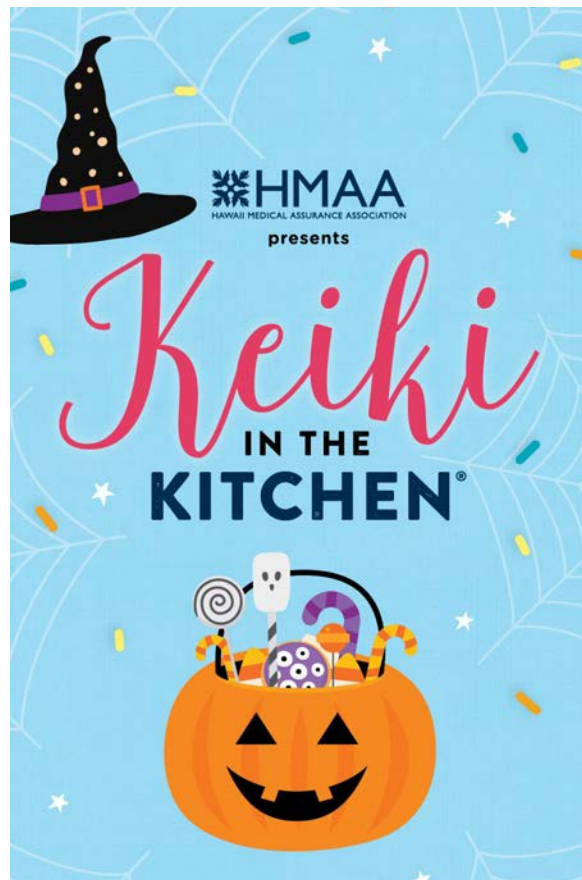
Crystal Wahpepah
Wahpepah's Kitchen
Oakland, CA

OCTOBER 29, 2023

KIDS EVENT AT BISHOP MUSEUM

ATTENDANCE

2,109



SPECIAL GUESTS



Adam Richman
Gastronaut, Cook,
Producer & Author
Brooklyn, NY



Graham Elliot
Far Out Hospitality
Fort Worth, TX



Rosanna Pansino
Nerdie Nummies
Los Angeles, CA



Justin Salinas
Cake It With Justin
Los Angeles, CA



CHEFS



Duff Goldman
Food Network
Baltimore, MD



Relle Lum
Keeping It Relle
Pukalani, HI



Jon Matsubara
FEAST
by Jon Matsubara
Honolulu, HI



Kristene Moon
The Pig and The Lady
Honolulu, HI



Ronnie Nasuti
Tiki's Grill & Bar
Honolulu, HI



Matt Young
Duke's Waikiki
Honolulu, HI



CHEFS



**Alohilani Resort
Waikiki Beach**
Honolulu, HI



Francis Ang
Restaurant Abaca
San Francisco, CA



Ria Dolly Barbosa
PESO Restaurant
Honolulu, HI



Chung Chow
Noreetuh
New York, NY



Ray Hayashi
RYLA
Hermosa Beach, CA



Danny Lee
Anju
Washington, D.C.



Keaka Lee
Kapa Hale
Honolulu, HI



Robynne Mai'i
Fête
Honolulu, HI



Masaharu Morimoto
Morimoto Asia
Honolulu, HI



Shota Nakajima
Taku
Seattle, WA



Helen Nguyen
Saigon Social
New York, NY



Caroline Schiff
Gage & Tollner
Brooklyn, NY

MIXOLOGISTS



Jen Ackrill
Kaimana Beach Hotel
Honolulu, HI



Kevin Diedrich
Pacific Cocktail
Haven
San Francisco, CA



Ash Haussermann
Drink Duchess
New York, NY



Dave Newman
Pint & Jigger
Honolulu, HI



Julie Reiner
Clover Club
New York, NY



Andy Seymour
Liquid Productions
New York, NY



**Christian
Suzuki-Orellana**
Bell Tree Hospitality
San Francisco, CA



**Iain
Townsend Griffiths**
Empirical
Brooklyn, NY



Izzy Tulloch
Milady's
New York, NY



Christine Wiseman
Bar Lab
Miami, FL

WINEMAKERS



Jason Clifford
Justin Vineyard &
Winery
Paso Robles, CA



Chris Vitiello
Caymus Suisun
Suisun Valley, CA



**Jackson Family
Wines**
Santa Rosa, CA

NOVEMBER 3, 2023

GRAND TASTING AT HAWAI'I CONVENTION CENTER

ATTENDANCE

758



CHEFS



Chris Cosentino
St. Helena, CA



Gabi & Greg Denton
OX Restaurant
Portland, OR



Tyler Florence
Miller & Lux
San Francisco, CA



Daisuke Hamamoto
Arancino at The Kahala
Honolulu, HI



Michelle Karr-Ueoka
MW Restaurant
Honolulu, HI



Andrew Le
The Pig and The Lady
Honolulu, HI



David LeFevre
Manhattan Beach Post
Manhattan Beach, CA



Jon Matsubara
FEAST by Jon Matsubara
Honolulu, HI



Shawn McClain
Highlands Restaurant
Detroit, MI



Jeremiah Stone
Contra/Wildair
New York, NY



Brooke Tadena
Hawai'i Convention
Center
Honolulu, HI



Wade Ueoka
MW Restaurant
Honolulu, HI



Fabian von Hauske
Contra/Wildair
New York, NY



Roy Yamaguchi
Roy Yamaguchi
Group of Restaurants
Honolulu, HI

VIP LOUNGE CHEFS



Kent Torrey
The Cheese Shop
Carmel by the Sea, CA



Aaron Silverman
Rose's Luxury
Washington, D.C.



Roy Yamaguchi
Roy Yamaguchi
Group of Restaurants
Honolulu, HI

MIXOLOGISTS



Tony Abou-Ganim
The Modern
Mixologist
Las Vegas, NV



Jen Ackrill
Kaimana Beach Hotel
Honolulu, HI



Allie Haines
Wild Orange
Honolulu, HI



Francesco Lafranconi
Carver Road
Hospitality
Las Vegas, NV



Kyle Reutner
Kō Hana Rum
Kunia, HI



Andy Seymour
Liquid Productions
New York, NY



**Christian
Suzuki-Orellana**
Bell Tree Hospitality
San Francisco, CA



**Iain
Townsend Griffiths**
Empirical
Brooklyn, NY

CONT'D

NOVEMBER 3, 2023

GRAND TASTING AT HAWAI'I CONVENTION CENTER

WINEMAKERS



Alexandra Allen
Château Pape
Clément
Bordeaux, France



Jaimee Anderson
Mayacamas
Vineyards & Winery
Napa Valley, CA



Knox Clendenen
Au Bon Climat
Winery
Santa Barbara, CA



Jeffrey Cruz
Sinegal Estate
Napa Valley, CA



Stéphanie Ducloux
Champagne Paul Bara
Montagne de Reims,
France



Lionel Faury
Lionel Faury
Northern Rhône,
France



Chuck Furuya MS
Honolulu, HI



Hilary Graves
Booker Vineyards
Paso Robles, CA



Fanny Jamet
Domaine Jamet
Northern Rhône,
France



John Kapranopoulos
Rhys Vineyards
Santa Cruz, CA



Joy Lindholm
Champagne Gaston
Chiquet
Champagne, France



Lara Mancini Bond
Château Clerc Milon
Bordeaux, France



Dana Manison
Fortunate Son Wines
Napa Valley, CA



Quylene Marino
Silver Oak Wine
Cellars
Napa Valley, CA



Kristin Monteiro
Quintessa
Napa Valley, CA



Mike Officer
Carlisle
Russian River Valley, CA



Marie Perret
André Perret
*Northern Rhône,
France*



Bernard Retornaz
Domaine Louis
Latour
Burgundy, France



**Thomas Rivers
Brown**
Rivers-Marie
Napa Valley, CA



Regina Sanz
Kosta Browne
Russian River Valley, CA



Drew Stapp
Jonata
Santa Ynez, CA



Matt Trevisan
Linne Calodo
Paso Robles, CA



Roberto Viernes MS
Stag's Leap Wine
Cellars
Honolulu, HI

NOVEMBER 4, 2023

WINE SEMINARS AT HALEKULANI

ATTENDANCE

44/40/51



Thomas Rivers Brown



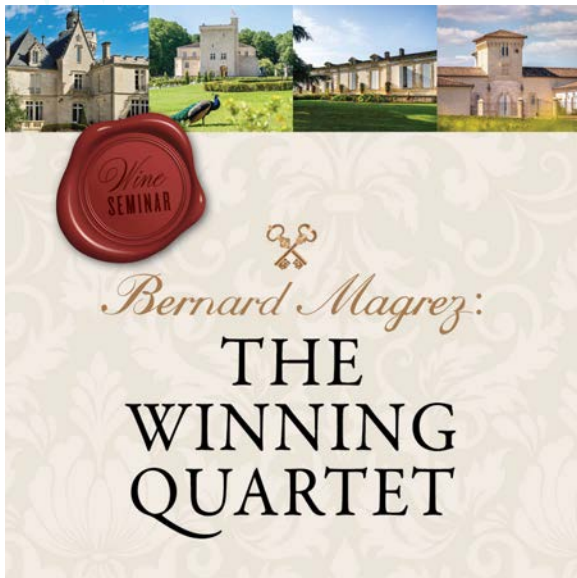
Chuck Furuya MS



Andy Myers MS



Chris Ramelb MS



Alexandra Allen



Andy Myers MS



Roberto Viernes MS



David Yoshida MS



Joy Lindholm



Chris Ramelb MS



Roberto Viernes MS



David Yoshida MS

NOVEMBER 4, 2023

ATTENDANCE

GRAND TASTING AT KO OLINA RESORT

644



CHEFS



Susur Lee
Lee Restaurant
Toronto, Canada



Raphael Lunetta
Lunetta
Santa Monica, CA



Gaby Maeda
State Bird Provisions
San Francisco, CA



Dean Max
DJM Restaurants
Deerfield Beach, FL



Jason Peel
Nami Kaze
Honolulu, HI



Matt Pittman
Meat Church BBQ
Waxahachie, TX



Carolyn Portuondo
Aulani, A Disney
Resort & Spa
Ko Olina, HI



Sheldon Simeon
Tiffany's Restaurant
& Bar
Wailuku, HI



Marcel Vigneron
Lemon Grove at
the Aster
Los Angeles, CA



Jonathan Waxman
Barbuto
New York, NY

**VIP
LOUNGE
CHEFS**



Shaymus Alwin
G. Lion
Honolulu, HI



Vikram Garg
UMI by Vikram Garg
Honolulu, HI



Ryo Takatsuka
Noe at Four Seasons
Ko Olina, HI



Roy Yamaguchi
Roy Yamaguchi
Group of Restaurants
Honolulu, HI

CONT'D

NOVEMBER 4, 2023

GRAND TASTING AT KO OLINA RESORT

MIXOLOGISTS



Tony Abou-Ganim
The Modern Mixologist
Las Vegas, NV



Kevin Diedrich
Pacific Cocktail Haven
San Francisco, CA



Allie Haines
Wild Orange
Honolulu, HI



Ash Haussermann
Drink Duchess
New York, NY



Izzy Tulloch
Milady's
New York, NY



Christine Wiseman
Bar Lab
Miami, FL

WINEMAKERS



Knox Clendenen
Au Bon Climat Winery
Santa Barbara, CA



Jeffrey Cruz
Sinegal Estate
Napa Valley, CA



Jonathan Floyd
Duckhorn Family of Wines
Napa Valley, CA



Hilary Graves
Booker Vineyards
Paso Robles, CA



Kristin Monteiro
Faust Wines
Napa Valley, CA



Mike Officer
Carlisle
Russian River Valley, CA



John Kapranopoulos
Rhys Vineyards
Santa Cruz, CA



Quelene Marino
Silver Oak Wine
Cellars
Napa Valley, CA

WINEMAKERS CONT'D



Bernard Retornaz
Domaine Louis Latour
Burgundy, France



Regina Sanz
Kosta Browne
Russian River Valley, CA



Chris Vitiello
Caymus Suisun
Suisun Valley, CA

NOVEMBER 5, 2023

FITNESS BRUNCH AT OUTRIGGER REEF WAIKIKI BEACH

ATTENDANCE

81



CHEFS



Fred DeAngelo
Bubbly & Bleu
Honolulu, HI



Dean Kamiya
Kani Ka Pila Grille
Honolulu, HI



Ming Tsai
MingsBings
Boston, MA



**Robert & Minaka
Urquidi**
Ethel's Grill
Kalihi, HI



Lee Anne Wong
Papa'aina
Lāhaina, HI



CHEFS



Peter Cho
Han Oak
Portland, OR



Shirley Chung
Ms. Chi Café
Culver City, CA



Brandon Jew
Mister Jiu's
San Francisco, CA



Mei Lin
Daybird
Los Angeles, CA



Jian Loo
Hakkasan
Fontainebleau Hotel
Miami, FL



Jeff Szombaty
Hyatt Waikiki
Honolulu, HI



Martin Yan
M.Y. Asia Restaurant
Las Vegas, NV

MIXOLOGISTS



Christian Self
Southern Glazer's
Wine & Spirits of
Hawaii



Alicia Yamachika
Southern Glazer's
Wine & Spirits of
Hawaii



CHEFS



Peter Armellino
Plumed Horse
Saratoga, CA



Jeffery Hayashi
Regiis Ova Caviar &
Champagne Lounge
Yountville, CA



Eunji Lee
LYSÉE
New York, NY



Christian Testa
Halekulani
Honolulu, HI



Cedric Vongerichten
Wayan & Ma•Dé
New York, NY

MIXOLOGISTS



Francesco Lafranconi
Carver Road
Hospitality
Las Vegas, NV



Julie Reiner
Clover Club
New York, NY

KOKUA RESTAURANT & HOSPITALITY FUND



As of February 2024, Hawai'i Ag & Culinary Alliance has raised over **\$1,069,000** for the Kokua Restaurant & Hospitality Fund since August 2023. The fund has provided support to over 1,000 individuals from Maui who lost their employment or experienced a reduction in income after the fires through the collective generosity of our Hawai'i Food & Wine Festival chef community, partners and the global hospitality industry. Every dollar has made a difference—no administrative fees have been collected to ensure that 100% of the donations goes to the people of Maui.

In light of the fires, the Hawai'i Food & Wine Festival had to cancel its Kā'anapali, Maui schedule of events. However, in partnership with the Hawai'i Tourism Authority, HFWF brought together eight talented chefs with strong ties to Maui to craft a special event, Taste Our Love For Maui. All proceeds from ticket sales were donated to the Kokua Restaurant & Hospitality Fund, offering crucial support to restaurant, bar, and hospitality workers grappling with the devastating aftermath of the fires.



Chef Roy Yamaguchi, live on Good Morning America on Thursday, August 17, 2023 at University of Hawai'i Maui College, sharing the culinary relief efforts on Maui and various fundraising opportunities.

Chefs Roy Yamaguchi, Taylor Ponte, Matt Dela Cruz, Mark Noguchi and Charles Andres at University of Hawai'i Maui College preparing meals for fire victims.



CHEFS



Isaac Bancaco
 GBD Hospitality
Lāhaina, HI



Ryan Cruz
 Hotel Wailea
Wailea, HI



Troy Guard
 Guard and Grace
Denver, CO



Ravi Kapur
 Liholiho Yacht Club
San Francisco, CA



Belinda Leong
 b. Patisserie
San Francisco, CA



Sheldon Simeon
 Tiffany's Restaurant
 & Bar
Wailuku, HI



Lee Anne Wong
 Papa'aina
Lāhaina, HI



Roy Yamaguchi
 Roy Yamaguchi
 Group of Restaurants
Honolulu, HI

MIXOLOGISTS



Frank Chipolone
 Spago
Kihei, HI



Kai Duarte
 Makawao Public
 House
Makawao, HI



Jessica Everett
 Esters Fair Prospect
Wailuku, HI



Mari Howe
 Tikehau Cocktail
 Lounge
Wailea, HI

H



F



W



F

2

3





MEDIA RESULTS

January 1, 2023 - December 31, 2023

TOTAL REACH

32,275,724,743

TOTAL PUBLICITY VALUE

\$60,641,795

SOURCES: CISION, GOOGLE ANALYTICS, LATER, INDIVIDUAL SOCIAL PLATFORMS, ROKU, HULU, AND BROADCAST STATIONS

The Thirteenth 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 Kristen Lau-Grover at kristen@hawaiifoodandwinefestival.com

PUBLICATIONS & OUTLETS

TELEVISION

Local:

- Hawaii News Now
- Hi Now Daily
- Island News Good Morning Hawaii
- KGMB
- KHII
- KHNL
- KHON
- KITV
- Living808
- Wake Up 2Day

National:

- American Dream TV
- Good Morning America

RADIO

Local:

- Hawaii Public Radio
- KSSK-FM

National:

- KABC-AM
- KMET 1490AM

PRINT

Local:

- AAA Explorer Hawaii
- Hana Hou!
- Honolulu Star-Advertiser
- Molokai Dispatch
- Pacific Business News
- The O'ahu Concierge
- West Hawaii Today

National:

- Akron Beacon Journal
- Business Wire
- Great Neck Record
- Holland Sentinel
- Inside-Booster (Cook County, Illinois)
- Ithaca Journal
- Journal & Courier
- Journal Star
- Marin Magazine
- Naples Daily News
- News-Star (Chicago, Illinois)
- Nightclub & Bar
- Ruidoso News
- Santa Monica Daily Press
- Skyline (Chicago, Illinois)
- Star Courier
- stargazette.com
- The Seattle Times
- Unique Homes Magazine
- USA TODAY

International:

- Magazine <F>

ONLINE

Local:

- Ali'i Resorts
- Big Island Gazette
- BigIslandNow
- Hawaii Business Daily
- Hawaii Life Real Estate Brokers
- Hawaii News Now
- Hawaii News Online
- Hawaii Tribune-Herald
- Hawaii Vacation Advice - GoVisitHawaii.com
- HawaiiGuide Blog & News
- hawaiinewsdigest.net
- Honolulu Magazine
- Kaanapali Resort
- kauainownews.com
- KHON2
- Lahainanews.com
- Maui Hawaii
- Maui Now
- MauiNews
- Modern Luxury Hawaii
- News Ko Olina
- Pacific Business News
- press.fourseasons.com
- Star-Advertiser
- The Hawaii Vacation Guide
- themolokaidispatch.com
- thishawaiilife.com
- University of Hawai'i
- virtualhawaii360.com
- www.alohilaniresort.com
- www.hinowdaily.com
- www.thisweekhawaii.com
- www.westhawaii.com

ONLINE

National:

- 12WBOY
- 25 abc
- 8 News Now
- ABC 27
- ABC News
- ABC4 Utah
- ACI
- Alex City Outlook
- Americus Times-Recorder
- AOL
- Areyoupop
- Associated Press News
- Austin Daily Herald
- Author Paper, news by Global Authors
- AZ Animals
- b2bchief.com
- BABTA
- Baton Rouge News & Weather
- Beat Lyzer
- Benzinga
- Beverage Industry Today
- Binghamton News & Weather
- BizToc
- Blogarama
- Bluegrass Live
- Bon Appétit
- boothsquare.com
- Business News
- business.thepilotnews.com
- California Travel Association
- Canton Fair net
- CBS 4
- CBS 4 News
- CBS 4 News Rio Grande Valley
- CBS 42
- CBS Rhode Island
- Celebrity News And Gossip
- Census News Today
- Central Illinois News & Weather
- Chester County Press
- Christabelle's Closet
- clarion.causeaction.com
- Coast to Coast Newspaper

ONLINE

National Continued:

- Coastal Today Magazine
- ConchoValleyHomepage.com
- Connecticut Post
- Cookistry's Kitchen Gadget and Food Reviews
- Cordele Dispatch
- Cori's Cozy Corner
- Count on 2
- CW33
- CW39
- Dallas Business Journal
- Dandelion Chandelier
- Davie County Enterprise Record
- Dayton News & Weather
- deal.town
- Dispatchist
- Don't Waste Your Money
- EIN News
- EIN Presswire
- El Paso News
- Elizabethon Star
- Entertainment Mag
- epersianfood.com
- Erie News & Weather
- everybodyhatesatourist.net
- EverythingLubbock
- Eyewitness News
- ezblogz.com RSS feed
- Family Destinations Guide
- Financial Content
- Flipboard
- Folsom Local News
- Food and Beverage
- Food Cuisine
- Food Industry Today - EIN News
- foodtank.com
- Forbes
- formomentum.com
- Fox 2 Now
- FOX 4
- FOX 5 San Diego
- Fox 59
- Fox 8 News
- fox13now.com

ONLINE

National Continued:

- FOX16.com
- FOX31
- FOX4 News
- FOX40
- FOX47News
- Franklin - Local Town Pages
- freeprizesonline.com
- ftc.einnews.com
- Gaming & Leisure
- Gateways to Art
- GoNOMAD
- Good Morning America
- Grit Daily News
- Gxstocks.com
- Hallmark Magazine
- HappeningNext
- Haystack News
- Hub+company
- IABC Nashville
- iamnotthebabysitter.com
- illuminatipress.com
- indagare.com
- Indy Channel
- InformNNY.com
- insightchronicle.online
- INSPIRED FOODERY
- International Luxury Hotel Association
- Investors Hub
- InvestorsObserver
- italy.timesofnews.com
- iwincontests.com
- K Pratcher Media
- KARK 4 New
- KELOLAND News
- Kenbridge Victoria Dispatch
- KERO-TV
- ketk.com
- KFOR
- KGET.com
- KLFY
- KNWA & FOX24 News
- KODE TV
- KOIN 06

ONLINE

National Continued:

- KOLR10 | Fox 4
- Krista + Home
- KRQE News 13
- KSHB-TV
- KSN
- KSNT.com
- KTVE - KARD
- KX News
- KXAN
- L'Observateur
- LA Weekly
- LaptrinhX
- Latin Business Today
- Leesville Leader
- Live Feed Wire - Agriculture Industry Today
- EIN Presswire
- local.aarp.org
- Localgetaways.com
- Los Angeles Times
- Luxury Guide
- Magnolia State Live
- Mahalsa
- meccabos.substack.com
- Medium
- MICE Travel Today
- Middlesboro News - Smb
- Millennium Magazine
- Misadventures with Andi
- Morningstar
- MSN
- My Silly Little Gang
- MyChamplainValley
- myfox8.com
- MyHighPlains.com
- MyStateLine.com
- Naples Daily News
- NBC Bay Area News
- NBC4 WCMH-TV
- netzender.com
- New Haven Register
- News 19
- News 4 Buffalo
- NEWS10 ABC

ONLINE

National Continued:

- NewsBreak
- NewsChannel 9
- newslibre.com
- NY Newscast
- One News Page
- One World Information
- OurQuadCities
- Outside Magazine
- PHomepage.com
- Patch
- Picayune Item
- Port Arthur News
- Posts.careerengine.us
- PR Newswire
- Pr.norfolkwrenthamnews.com
- Printer Drivers
- profitquotes.com
- PureWow
- Reader's Digest
- Redian
- Rochesterfirst.com
- Salisbury Post
- Salon.com
- San Jose Downtown
- San Luis Obispo Chamber of Commerce
- Santa Monica Daily Press
- Santa Monica Mirror
- She Buys Travel
- Shelby County Reporter
- Shepherd Gazette
- Sightseers' Delight
- SiouxlandProud.com
- Skal USA
- Small Business
- Small Business - Alabama Now
- Small Business - Southwest Daily News
- Small Business - The Panolian
- Smart Meetings
- Smb.andalusiastarnews.com
- Smb.atmoreadvance.com
- Smb.claibornepress.net
- Smb.leaderpub.com
- smb.natchezdemocrat

ONLINE

National Continued:

- Smithfield Times
- Society Mag
- Speak Veganese
- Spoke Software
- StreetInsider.com
- Streetsblog Los Angeles
- Suites & Lobbies
- SvbtA
- SweepstakesLovers Updates
- TECHNOLOGY TODAY
- Texoma's Homepage
- The Advocate-Messenger
- The Bogalusa Daily News
- The Brewton Standard
- The Business Journals
- The Charlotte Gazette
- The Clanton Advertiser
- The Clemmons Courier
- The Coastland Times
- The Community Post
- The Daily Leader
- The Daily Meal
- The Demopolis Times
- The Farmville Herald
- The Forward Cabin
- The Greenville Advocate
- The Interior Journal
- The Ironton Tribune
- The Jessamine Journal
- The Knot
- The Lowndes Signal
- The Luverne Journal
- The News-Times
- The Orange Leader
- The Oxford Eagle
- The Post Searchlight
- The Prentiss Headlight
- The Quiet Grove
- The Roanoke-Chowan News-Herald
- The Selma Times-Journal
- The Silicon Valley Voice
- The Stanly News & Press
- The Suffolk News-Herald

ONLINE

National Continued:

- The Tidewater News
- The Times Herald
- The Troy Messenger
- The Tryon Daily Bulletin
- The Vicksburg Post
- thedesigntourist.com
- THRILLS TASTE TRAVELS
- TickerTech.com
- timebulletin.us
- Times of San Diego
- TODAY
- Travel Awaits
- Travel1
- TravelPulse
- TripCast360
- universaliconic.com
- UPMatters.com: WJMN
- US Times Mirror
- USA Times
- USA TODAY
- USA Today 10best
- usa.timesofnews.com
- User Walls
- Utica News & Weather
- Valley Times-News
- VB|Profiles
- Wander With Alex
- WANE 15
- Washington Daily News
- Washington Restaurant Association
- WATE 6 On Your Side
- WAVY TV 10
- WBTW
- WCIA.com
- wdcnews6.com
- WDHN
- Wealth of Geeks
- Welikela
- Westernslopenow.com
- WETM-TV
- WFLA-TV
- WFMZ-TV 69News
- WFRV Local 5

ONLINE

National Continued:

- WFXR
- WGNO.com
- WGNTV.com
- Winchester Sun
- Wine Diva Lifestyle
- Wine Enthusiast
- WIProud
- WJBF
- WJHL
- WJTV 12 News
- WJTV.com
- WKBN 27 First News
- WKRG
- WKRN
- WLNS
- WMAR-2 News
- WMBB News 13
- WN
- WNCT-TV
- WNEWS247
- WNTZ FOX 48
- WOOD TV8
- Wopular
- worldfoodtravel.org
- WOWK 13 News
- WPHL-TV
- WPIX-TV (CW)
- WPTV
- WRBL
- WREG News Channel 3
- WRIC TV
- WSAV-TV
- wsca.news
- WSPA
- WTAJ-TV
- WTRF
- WTWO News
- WVNS 59News
- WWLP
- www.bestfinance-blog.com
- www.chattypattysplace.com
- www.cityroom.com
- www.explore.com

ONLINE

National Continued:

- www.kpopwise.com
- www.luxurytravelmagazine.com
- www.northwestbeerguide.com
- www.sweepsatlas.com
- www.sweepstakesbible.com
- www.twowanderingsoles.com
- www.wgba.com
- WYTV News
- Yahoo life
- Yahoo News
- Yahoo!
- Yahoo! Finance
- YOUR BASIN
- YourCentralValley.com
- Youtube

International:

- "Top World News Today"
- 247 News Around The World
- ADVFN
- Always Nay
- American Press
- American Talk
- ampvideo.bnnbloomberg.ca
- ashlandtownnews.com
- Bambuup
- BNN Bloomberg
- Bulletin Reporter
- Business Khabar
- businessfortnight.com
- Canadian Insider
- Cosmopolitan Korea
- Delicious. Australia
- Életmód - Friss hírek
- EnergyPortal.eu
- Everything Zoomer
- faze.ca
- FINANZEN.NET
- Frank Chiaro
- Freundederkuenste.de
- Galaxy Concerns
- Greenville Business Magazine
- Ground

ONLINE

International Continued:

- Hindustan Times
- hollistontownnews.com
- Home
- Home Improvement Magazine
- hoppedaletownnews.com
- IBTN9 US
- Illuminati Press
- Industry News
- jimbyerstravel.com
- Journaux.ma
- Kasi Broadcasting
- Knowinsiders
- LATTE Luxury News
- Le Lézard
- lifotravel.com
- lostraveleros.com
- millismedwaynews.com
- Money Haat
- New Zealand Herald
- news-24.fr
- News7g
- NewsBlaze
- Newstral
- NMK World
- norwoodtownnews.com
- Noticias Real | Official News Provider
- NUVO
- One News Page
- Pacific Ports
- Pedfire
- Quick Telecast
- Revista Review
- Rivers of Living Water Missions
- Riverton Journal
- Rus Tourism News
- Samachar Live
- Sangri Times
- Skål International
- STARMÉTIER. Corp. Business Solutions
- Sweepstake.com
- Taranga News
- The Great Global Bucket List
- The Korea Times

ONLINE

International Continued:

- The Newz Artical
- thestartmagazine.com
- Tourism Trends
- ToysMatrix
- Travel & Lifestyle
- Travel Industry Today
- Travel Off Path
- Verticallobby
- WhatsOn
- wildestofficial.com
- World Atlas
- www.quotev.com
- Yahoo News Singapore
- Yahoo Singapore
- Yahoo Sports Canada
- Yahoo Sports UK
- Yours Bulletin

WEBSITE & SOCIAL

#HFWF23

WEBSITE

www.HFWF.me

266,541

Total number of sessions spent actively on website

493,379

Total number of page views

1:39

Average length of session

FACEBOOK

Hawai'i Food & Wine Festival

15,874

Total Facebook followers as of December 31, 2023

1.35%

Fan growth in 2023

883,849

Number of unique impressions

INSTAGRAM

@HIFOODWINEFEST

23,247

Total Instagram followers as of December 31, 2023

11.00%

Follower growth in 2023

714,006

Number of unique impressions

WEBSITE

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

Data Pulled from January 1, 2023 - December 31, 2023

SESSIONS: 266,541

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: 159,249

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

Includes both new and returning visitors

PAGEVIEWS: 493,379

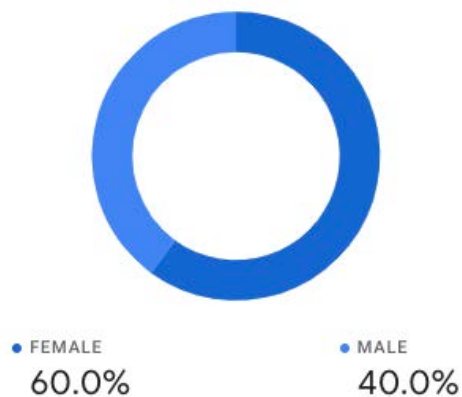
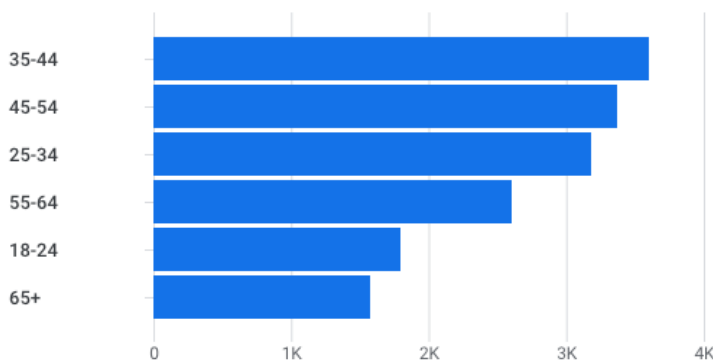
The total number of pages viewed. Repeated views of a single page are counted

AVGERAGE SESSION DURATION: 00:01:39

NUMBER OF SESSIONS PER USER: 0.98

INCREASE IN SESSION YEAR OVER YEAR: 0.00%

AGE & GENDER DEMOGRAPHICS:



WEBSITE AUDIENCE:

Top 3 Ranking Countries

United States - 93.59%

Top Regions
Hawai'i
California
Virginia

Users - 147,368
New Users - 144,838
Sessions - 149,975

Canada - 1.33%

Top Regions:
British Columbia
Ontario
Alberta

Users - 2,323
New Users - 2,295
Sessions - 1,502

Japan - 0.65%

Top Regions:
Tokyo
Osaka
Kanagawa

Users - 1,713
New Users - 1,680
Sessions - 1,094

FACEBOOK

www.facebook.com/HawaiiFoodandWineFestival

TIME PERIOD: January 1, 2023 - December 31, 2023

TOTAL LIKES: 13,769

INCREASE IN LIKES IN 2023: 360

ENGAGEMENT: 105,177

INCREASE IN ENGAGEMENT IN 2023: 140.56%

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

OF POSTS: 58

IMPRESSIONS: 883,849

The number of pieces of content posted by HFWF.

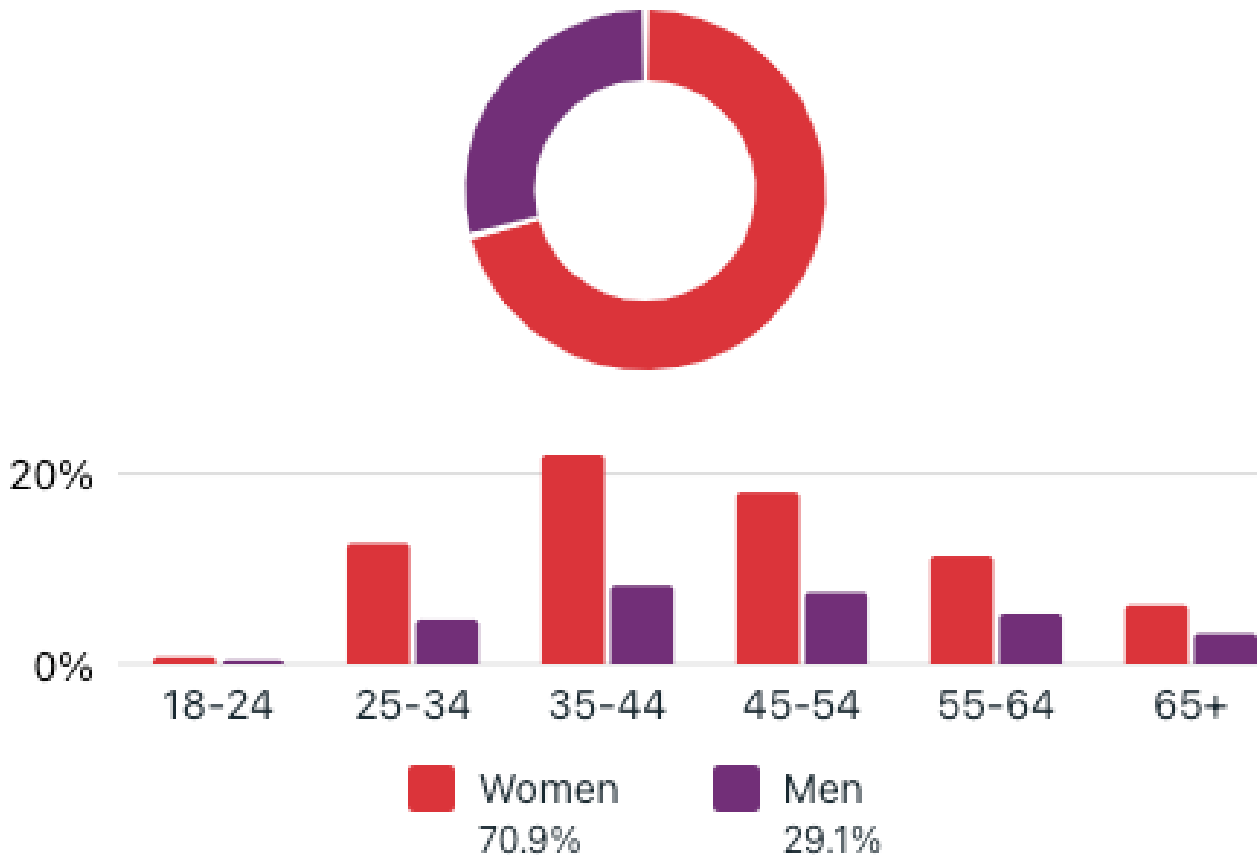
The number of times HFWF content was seen.

POST CLICK LINKS: 18,997

The number of times link clicked through post.

AGE & GENDER DEMOGRAPHICS:

Age & gender ⓘ



TOP COUNTRY AUDIENCE:

United States	76.5%
Australia	2.9%
Japan	2.5%
Canada	2.2%
Mexico	1.1%

TOP CITIES AUDIENCE:

Honolulu, HI	11.6%
Los Angeles, CA	1.1%
New York, NY	1.0%
Kailua, HI	0.7%
Sydney, Australia	0.7%

TOP FACEBOOK POSTS:



POST REACH: 1,855
IMPRESSIONS: 1,955
ENGAGEMENT: 716



POST REACH: 1,573
IMPRESSIONS: 1,726
ENGAGEMENT: 40



POST REACH: 1,497
IMPRESSIONS: 1,517
ENGAGEMENT: 58

INSTAGRAM

www.instagram.com/HIFoodWineFest

TIME PERIOD: January 1, 2023 - December 31, 2023

TOTAL FOLLOWERS: 23,247

TOTAL # OF POSTS BY HFWF: 90

TOTAL # OF REELS BY HFWF: 38

TOTAL ENGAGEMENT: 315,137

PROFILE CLICKS: 21,931

INCREASE IN FOLLOWERS IN 2023: 2,397

TOTAL # OF STORIES BY HFWF: 292

TOTAL IMPRESSIONS: 714,006

INCREASE ENGAGEMENT IN 2023: 1,863.47%

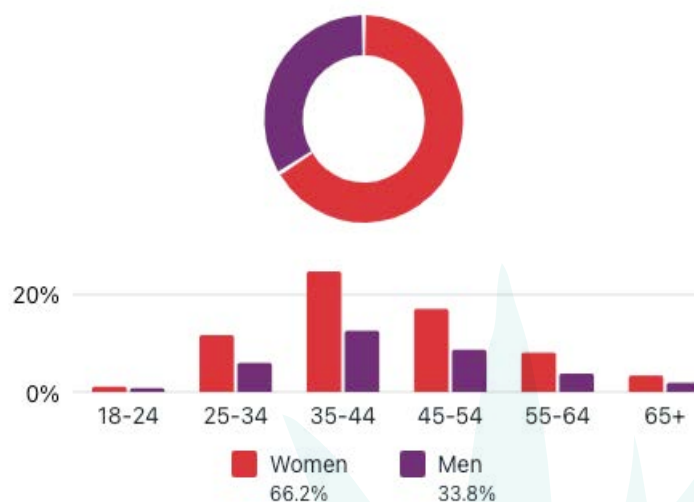
WEBSITE CLICKS: 5,869

TOP HASHTAGS BY ENGAGEMENT:

1. #HFWF24
2. #DIMSUM
3. #NATIONALDUMPLINGDAY
4. #DISNEYAULANI
5. #FSOAHU
6. #KOOLINARESORT
7. #PLACEOFJOY
8. #SHAREMYFS
9. #VISITISLANDOFHAWAII
10. #FOODFESTIVALHAWAII
11. #FOODIESOFINSTAGRAM
12. #FOODSTAGRAM
13. #GOURMETEXPERIENCE
14. #HAWAIIICUISINE
15. #HAWAIIFOODANDWINEFESTIVAL
16. #HAWAIIGASTRONOMY
17. #FOODIE
18. #HAWAIIEVENTS
19. #VISITOAHU
20. #CULINARYDESTINATION

AGE & GENDER DEMOGRAPHICS:

Age & gender ⓘ



TOP INSTAGRAM POSTS:



POST REACH: 8,468
IMPRESSIONS: 10,929
LIKES: 293



POST REACH: 5,435
IMPRESSIONS: 7,301
LIKES: 283



POST REACH: 6,686
IMPRESSIONS: 7,024
LIKES: 437

TOP INSTAGRAM REELS:



ACCOUNTS REACHED: 16,189
PLAYS: 31,924
LIKES: 997



ACCOUNTS REACHED: 11,036
PLAYS: 16,624
LIKES: 292



ACCOUNTS REACHED: 8,153
PLAYS: 11,340
LIKES: 383

MAHALO

To our 2023 Sponsors

TOURISM PARTNERS



Kamehameha Schools



First Hawaiian Bank.



mastercard.



Where the World Comes to Play



'ALOHI LANI RESORT
WAIKIKI BEACH



Halekulani
On the Beach at Waikiki







HAWAII
FOOD & WINE
FESTIVAL®

Save the Date

**14TH ANNUAL
HAWAII FOOD & WINE FESTIVAL**

ISLAND OF HAWAII - OCTOBER 18, 2024

KĀ'ANAPALI, MAUI - OCTOBER 25-27, 2024

O'AHU - NOVEMBER 6-10, 2024

2023 FESTIVAL TEAM

Denise Yamaguchi – Chief Executive Officer

Aya Leslie – Vice President

Cassidy Apo – Executive Assistant & Event Coordinator

Kristen Lau-Grover – Director of Marketing & PR

Deena Datu – Culinary Coordinator & Office Manager

Colin Hazama – Executive Chef

Teri Matsukawa – Financial Advisor

2023 BOARD OF DIRECTORS

Roy Yamaguchi – Chair

Alan Wong – Vice Chair

Sharon Brown – Secretary

Meredith Ching – Treasurer

Vikram Garg – Director

Shep Gordon – Director

Val Iwashita – Director

Warren Shon – Director

Mark Teruya – Director