



HAWAII  
FOOD & WINE  
FESTIVAL®

PRESENTED BY



First Hawaiian Bank. &



mastercard.

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

TWELFTH ANNUAL HAWAII FOOD & WINE FESTIVAL®  
OCTOBER 21 - NOVEMBER 6, 2022



# Letter from our Founders



Aloha,

Mahalo for being a part of the Twelfth Annual Hawai'i Food & Wine Festival® (HFWF). It is because of you—our valued guests, chefs, winemakers, mixologists, purveyors, sponsors, and community and industry partners—that HFWF was able to return to a full festival lineup of 18 epicurean events spanning three islands.

More than 85 chefs from across the country participated in grand tastings, gala dinners, and more, featuring an array of ingredients from Hawai'i's leading farmers, ranchers and fishermen. Joined by 70 winemakers, sommeliers and mixologists, the 2022 Festival celebrated the resiliency of the hospitality industry and the innovative response that allowed them to navigate a challenging two years. This year, the Festival was not only able to spotlight Hawai'i as a culinary destination and support local agriculture, but became a platform to showcase the work of artists and artisans—makers, musicians, performing and visual artists—to rebuild vital industries in Hawai'i.

As we look to the future, we must acknowledge that none of this would be possible without the support of our community. Through your generous contributions and belief in our mission, the Hawai'i Food & Wine Festival continues to benefit culinary education, agricultural programs and 'āina-based organizations in our state with more than \$3.1 million donated to date. Thank you for making #HFWF22 a success!

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.



# FESTIVAL EVENTS

18  
TOTAL  
EVENTS

5  
GRAND  
TASTINGS

4  
GALA  
DINNERS

1  
GOLF  
CLASSIC

1  
KIDS'  
EVENTS

2  
WINE  
SEMINARS

1  
DRAG  
BRUNCH

3  
MĀLAMA  
‘ĀINA  
ACTIVITY

1  
INTER-  
ACTIVE  
CLASS



# #HFWF22

## By the numbers

**4,541**  
**PARTICIPANTS**

PARTICIPATED IN HFWF22.

**\$27,982,549**

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

**14,823,879,475**

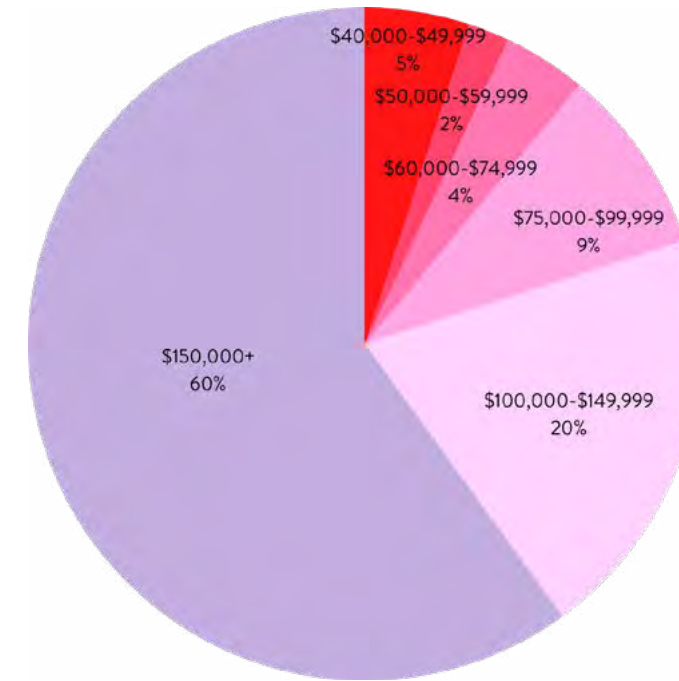
RECORD AUDIENCE WAS REACHED  
THROUGH VARIOUS MEDIA OUTLETS,  
INCLUDING WEB, BROADCAST,  
RADIO, SOCIAL MEDIA AND  
PODCASTS.

# ALOHA

## ABOUT OUR ATTENDEES

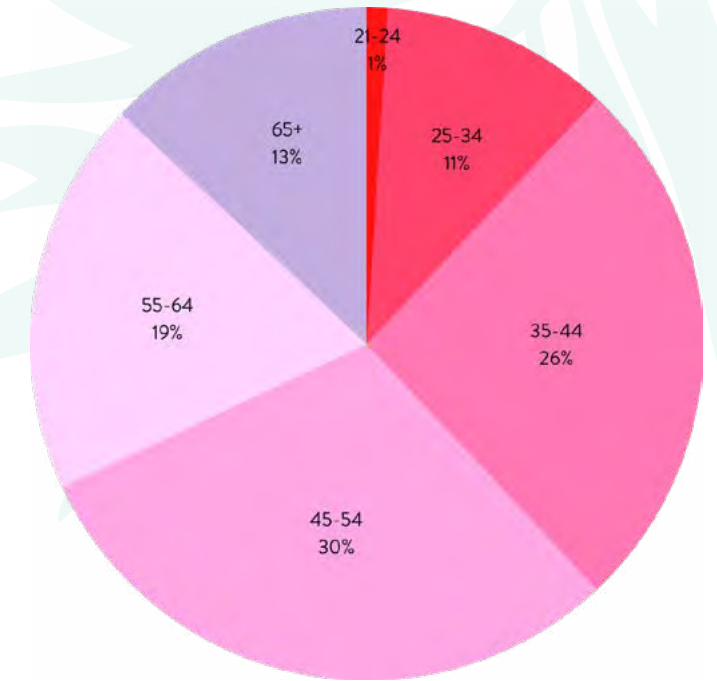
### HFWF22 INCOME DEMOGRAPHIC:

Data pulled from 485 HFWF22 online ticket purchasers.



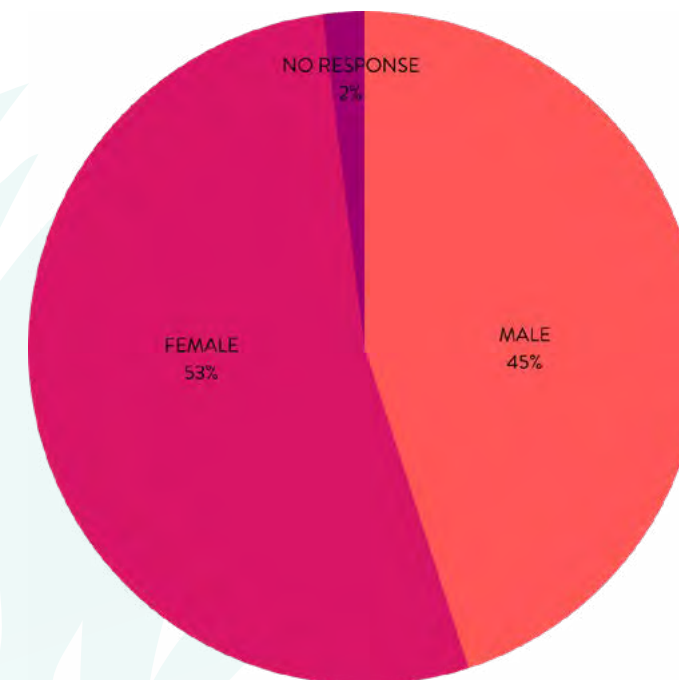
### HFWF22 AGE DEMOGRAPHIC:

Data pulled from 688 HFWF22 online ticket purchasers.



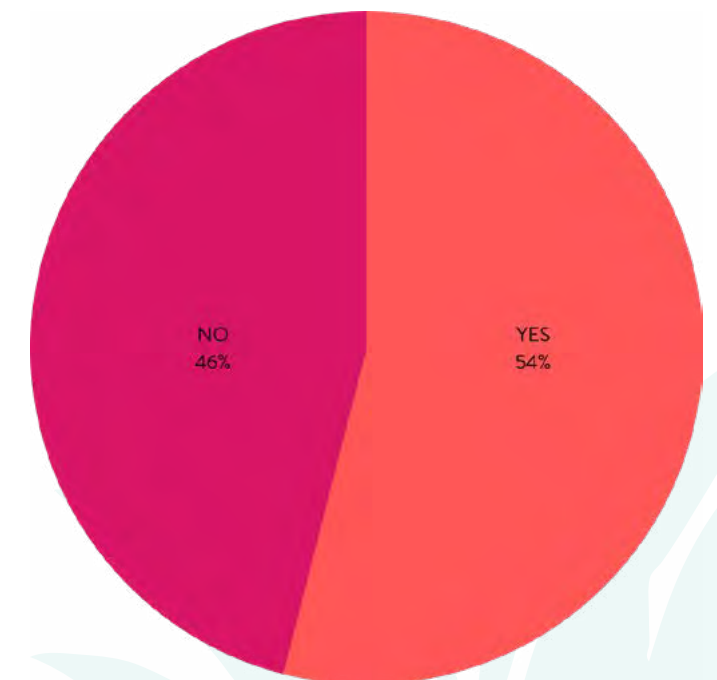
### HFWF22 GENDER DEMOGRAPHIC:

Data pulled from 514 HFWF22 online ticket purchasers.



### ATTENDEE'S FIRST TIME TO HFWF:

Data pulled from 686 HFWF22 online ticket purchasers.



# SCHEDULE OF EVENTS



## OCTOBER 15, 2022

Recipe Contest	Finalists	Judges
Hawai'i Gas Presents Localicious® Recipe Contest at Culinary Institute of the Pacific	<ol style="list-style-type: none"> <li>1. Saige Imig, Hawai'i Technology Academy – 7<sup>th</sup> Grade</li> <li>2. Kimani Porlas, Liholiho Elementary School – 5<sup>th</sup> Grade</li> <li>3. Aria Kim, Liholiho Elementary School – 5<sup>th</sup> Grade</li> </ol>	Robynne Mai'i, Fête Ronnie Nasuti, Tiki's Grill & Bar
	<ol style="list-style-type: none"> <li>1. Jonah Sahagun, Moloka'i High School – 12<sup>th</sup> Grade</li> <li>2. Paul Ibous, Waipahu High School – 11<sup>th</sup> Grade</li> <li>3. Daiden Oshiro, Waipahu High School – 12<sup>th</sup> Grade</li> </ol>	Kevin Nishimura, Hawai'i Gas Alan Takasaki, Neiman Marcus

## OCTOBER 21, 2022

Golf Tournament	Talent	Teams Sold
25 <sup>th</sup> Annual Roy Yamaguchi Golf Classic at Kā'anapali Golf Course and Roy's Kaanapali	<ol style="list-style-type: none"> <li>1. Hank Adaniya, Hank's Haute Dogs – Honolulu, HI</li> <li>2. Joey Macadangdang, Macadangdang – Kā'anapali, HI</li> <li>3. Thomas Muromoto, Huihui Restaurant – Kā'anapali, HI</li> <li>4. Taylor Ponte, Kamado Private Dinners &amp; Pop Ups – Makawao, HI</li> <li>5. Jayse Sato, Umi Sushi – Wailuku, HI</li> <li>6. Roy Yamaguchi, Roy Yamaguchi Group of Restaurants – Hawai'i</li> </ol>	43 (136 Golfers)

## OCTOBER 22, 2022

Mālama 'Āina Nonprofit Partner	Attendance
Kipuka Olowalu	16

**OCTOBER 22, 2022**

Grand Tasting	Talent	Attendance
Big, Bold & Beautiful at Sheraton Maui Resort & Spa	1. Timon Balloo, The Katherine – Fort Lauderdale, FL	413
	2. Isaac Bancaco, Pacific’o on the Beach – Lāhainā, HI	
	3. Michelle Bernstein, Café La Trova – Miami, FL	
	4. Beverly Gannon, Hali’imaile General Store – Makawao, HI	
	5. Troy Guard, TAG Restaurant Group – Denver, CO	
	6. David LeFevre, Fishing with Dynamite – Manhattan Beach, CA	
	7. Mark Majewski, Sheraton Maui Resort & Spa – Kā’anapali, HI	
	8. Kevin Meehan, Kali Restaurant – Los Angeles, CA	
	9. Shota Nakajima, Taku – Seattle, WA	
	10. Lee Anne Wong, Papa’aina at the Pioneer Inn – Lāhainā, HI	

**OCTOBER 28, 2022**

Grand Tasting	Talent	Attendance
Bourbon, Brews & BBQ at Mauna Kea Beach Resort	1. Ippy Aiona, Ippy’s Hawaiian BBQ – Waimea, HI	378
	2. Chris Cosentino, Acacia House – St. Helena, CA	
	3. Kealoha Domingo, Nui Kealoha – Kāne’ohe, HI	
	4. Brian Hirata, Na’au Hilo – Hilo, HI	
	5. Spike Mendelsohn, PLNT Burger – Fairfax Station, VA	
	6. Wayne Mueller, Louis Mueller Barbecue – Taylor, TX	
	7. Matt Pittman, Meat Church – Waxahachie, TX	
	8. Nancy Silverton, Mozza Restaurant Group – Los Angeles, CA	
	9. Junior Ulep, Meridian at the Westin Hapuna Beach Resort – Waimea, HI	
	10. Crystal Wahpepah, Wahpepah’s Kitchen – Oakland, CA	

**OCTOBER 23, 2022**

Wine Dinner	Talent	Attendance
Stars, Beards & Diamonds at Royal Lahaina Resort & Bungalows	1. Peter Armellino, Plumed Horse – Saratoga, CA	238
	2. Jayson Asuncion, Royal Lahaina Resort & Bungalows – Kā’anapali, HI	
	3. Caroline Schiff, Gage & Tollner – Brooklyn, NY	
	4. Jonathan Waxman, Barbuto – New York, NY	
	5. Roy Yamaguchi, Roy Yamaguchi Restaurant Group – Hawai’i	

**OCTOBER 29, 2022**

Wine Dinner	Talent	Attendance
Cuisines of the Sun® at CanoeHouse at Mauna Lani, Auberge Resorts Collection	1. Robert Del Grande, The Annie Café & Bar – Houston, TX	318
	2. Dean Fearing, Fearing’s Restaurant – Dallas, TX	
	3. Helen Hong, CanoeHouse – Waimea, HI	
	4. Matt Raso, CanoeHouse – Waimea, HI	
	5. Alan Wong, Alan Wong’s – Honolulu, HI	
	6. Sherry Yard, Bakery by the Yard – El Segundo, CA	

**OCTOBER 28, 2022**

Mālama ‘Āina Nonprofit Partner	Attendance
Hui Mālama i ke Ala ‘Ūlili	9

**NOVEMBER 3, 2022**

Grand Tasting	Talent	Attendance
Momo & The Tiger at 'Alohilani Resort Waikiki Beach	<ol style="list-style-type: none"> <li>1. Rick Bayless, Frontera Grill – Chicago, IL</li> <li>2. Joanne Chang, Flour Bakery – Boston, MA</li> <li>3. Peter Cho, Han Oak – Portland, OR</li> <li>4. Calvin Eng, Bonnie's – Brooklyn, NY</li> <li>5. Andrew Le, The Pig &amp; The Lady – Honolulu, HI</li> <li>6. Masaharu Morimoto, Morimoto Asia – Honolulu, HI</li> <li>7. Helen Nguyen, Saigon Social – New York, NY</li> <li>8. Alex Petard, 'Alohilani Resort Waikiki Beach – Honolulu, HI</li> <li>9. Charles Phan, Slanted Door – San Francisco, CA</li> <li>10. Rick Tramonto, Tramonto Cuisines, Inc. – Chicago, IL</li> <li>11. Ming Tsai, MingsBings – Natick, MA</li> </ol>	701

**NOVEMBER 4, 2022**

Grand Tasting	Talent	Attendance
Hawaiian Airlines Presents On Cloud Wine at Hawai'i Convention Center	<ol style="list-style-type: none"> <li>1. Celestino Drago, Drago Centro – Los Angeles, CA</li> <li>2. Tiffani Faison, Big Heart Hospitality – Boston, MA</li> <li>3. Jason Fox, Villon Restaurant – San Francisco, CA</li> <li>4. Amanda Freitag, Food Network – Dallas, TX</li> <li>5. Jose Garces, The Garces Group – Philadelphia, PA</li> <li>6. Vikram Garg, TBD... by Vikram Garg – Honolulu, HI</li> <li>7. Michael Ginor, Restaurant LOLA – Great Neck, NY</li> <li>8. Brandon Jew, Mister Jiu's – San Francisco, CA</li> <li>9. Michelle Karr-Ueoka, MW Restaurant – Honolulu, HI</li> <li>10. Takeshi Kawasaki, Maru Sushi – Honolulu, HI</li> <li>11. Ted &amp; Yong Kim, Seoul Sausage – Los Angeles, CA</li> <li>12. Raphael Lunetta, Lunetta – Santa Monica, CA</li> <li>13. Grant MacPherson, Scotchmyst – Las Vegas, NV</li> <li>14. Gaby Maeda, State Bird Provisions – San Francisco, CA</li> <li>15. Hector Morales, Hawai'i Convention Center – Honolulu, HI</li> <li>16. Jason Neroni, The Rose Venice – Venice, CA</li> <li>17. Alex Stratta, Campo Italian Bistro and Bar – Scottsdale, AZ</li> <li>18. Kent Torrey, The Cheese Shop – Carmel by the Sea, CA</li> <li>19. Wade Ueoka, MW Restaurant – Honolulu, HI</li> <li>20. Miro Uskokovic, Gramercy Tavern – New York, NY</li> <li>21. Marcel Vigneron, Orgreenic – Northvale, NJ</li> <li>22. Roy Yamaguchi, Roy Yamaguchi Group of Restaurants – Hawai'i</li> </ol>	955



**NOVEMBER 4, 2022**

After Party	Talent	Attendance
Friends with Cocktails hosted by Adam Richman at Hyatt Regency Waikiki Beach Resort and Spa	<ol style="list-style-type: none"> <li>1. Ria Barbosa, Petite Peso – Los Angeles, CA</li> <li>2. Esther Choi, Mokbar – New York, NY</li> <li>3. Ki Chung, Bar Maze – Honolulu, HI</li> <li>4. Sheldon Simeon, Tin Roof – Kahului, HI</li> <li>5. Jeff Szombaty, Hyatt Regency Waikiki Beach Resort and Spa – Honolulu, HI</li> </ol>	218

**NOVEMBER 5, 2022**

Wine Seminar	Talent	Attendance
Braida: The Story of Giacomo Bologna at Halekulani	<ol style="list-style-type: none"> <li>1. Raffaella Bologna, Braida Winery – Italy</li> <li>2. Chris Ramelb, MS, Southern Glazer's Wine &amp; Spirits – Hawai'i</li> <li>3. Norbert Reinisch, Braida Winery – Italy</li> <li>4. Roberto Viernes, MS, Ste. Michelle Wine Estates – Honolulu, HI</li> </ol>	40

**NOVEMBER 5, 2022**

Wine Seminar	Talent	Attendance
Champagne: By Those Who Grow It! at Halekulani	<ol style="list-style-type: none"> <li>1. Chris Ramelb, MS, Southern Glazer's Wine &amp; Spirits – Hawai'i</li> <li>2. Roberto Viernes, MS, Ste. Michelle Wine Estates – Honolulu, HI</li> <li>3. David Yoshida, MS, Southern Glazer's Wine &amp; Spirits – Hawai'i</li> </ol>	50

**NOVEMBER 5, 2022**

Interactive Class	Talent	Attendance
Say Cheese! Crafting Charcuterie Boards at Prince Waikiki	<ol style="list-style-type: none"> <li>1. Alana Kysar – Maui</li> <li>2. Kent Torrey, The Cheese Shop – Carmel by the Sea, CA</li> <li>3. David Yoshida, MS, Southern Glazer's Wine &amp; Spirits – Hawai'i</li> </ol>	74

**NOVEMBER 5, 2022**

Wine Dinner	Talent	Attendance
Kamehameha Schools Presents Outstanding in the Lo'i at Kāko'o 'Ōiwi	<ol style="list-style-type: none"> <li>1. Bonny Davis, Kamehameha Schools Maui – Makawao, HI</li> <li>2. Ben Ford, Ford's Filling Station – Culver City, CA</li> <li>3. Michael Ginor, Restaurant LOLA – Great Neck, NY</li> <li>4. Dean Max, DJM Restaurants – Deerfield Beach, FL</li> <li>5. Jason Peel, Nami Kaze – Honolulu, HI</li> </ol>	200

**NOVEMBER 6, 2022**

Kids Event	Talent	Attendance
HMAA Presents Keiki in the Kitchen® with Roy Yamaguchi	<ol style="list-style-type: none"> <li>1. Roy Yamaguchi, Roy Yamaguchi Group of Restaurants – Hawai'i</li> <li>2. Mike Imada, Tropic Fish Hawaii</li> </ol>	144

**NOVEMBER 6, 2022**

Brunch	Talent	Attendance
BACARDÍ Presents Cheers & Queers at Blue Note Hawaii at Outrigger Waikiki Beach Resort	<ol style="list-style-type: none"> <li>1. Dean Kamiya, Kani Ka Pila Grille at Outrigger Reef Waikiki Beach Resort – Honolulu, HI</li> <li>2. Nikolaos Lobendahn, Over Easy – Kailua, HI</li> <li>3. Robynne Mai'i, Fête – Honolulu, HI</li> <li>4. Jon Matsubara, FEAST by Jon Matsubara – Honolulu, HI</li> <li>5. Gary Matsumoto, Basalt – Honolulu, HI</li> </ol>	191

**NOVEMBER 6, 2022**

Gala Dinner	Talent	Tickets Sold
The Art of Food & Wine at Halekulani	<ol style="list-style-type: none"> <li>1. Erika Chan, Rustic Canyon – Santa Monica, CA</li> <li>2. Aaron Silverman, Rose's Luxury – Washington D.C.</li> <li>3. James Syhabou, Commis – Oakland, CA</li> <li>4. Philip Tessier, PRESS – St. Helena, CA</li> <li>5. Alexandre Trancher, La Mer – Honolulu, HI</li> </ol>	217

**NOVEMBER 12, 2022**

Mālama 'Āina Nonprofit Partner	Attendance
Papahana Kuaola	12





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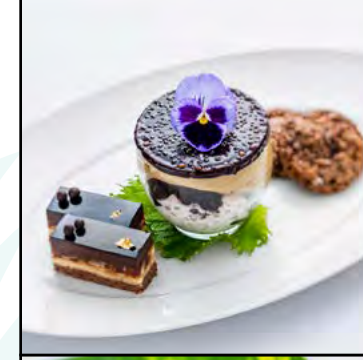
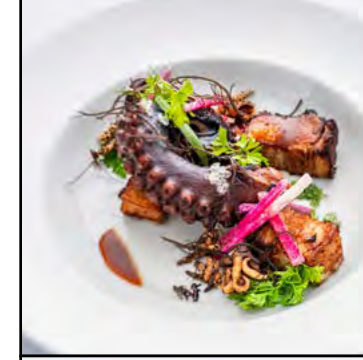
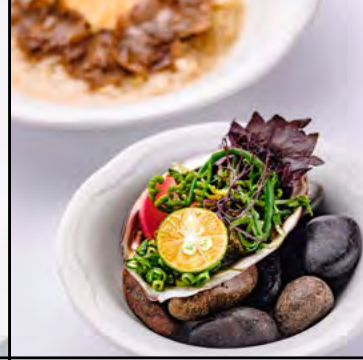
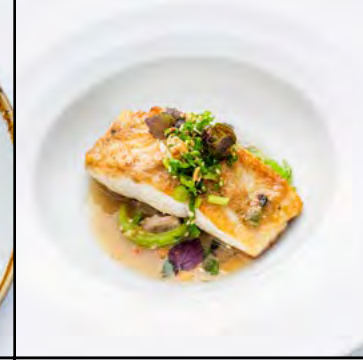


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# UPLIFTING COMMUNITIES

*This year, the Festival was not only able to spotlight Hawai'i as a culinary destination, but became a platform to showcase the work of artists and artisans—makers, musicians, performing and visual artists—to rebuild vital industries in Hawai'i.*



“Collaborating with the Hawai'i Food & Wine Festival to bring their Art of Food & Wine theme to life was a wonderful opportunity to connect with the food world that has inspired much of my work. And it all comes full circle with new projects with those who experienced my art at the Festival.”

*- Taiji Terasaki*  
Artist



“The benefit of exposing our artistry to high-level business clients at the Hawai'i Food & Wine Festival has already impacted Tau Dance Theater. Through our collaboration and performance at HFWF22, we were introduced to members of the Hawai'i Visitors & Conventions Bureau and recommended for an upcoming convention of visiting bankers to Hawai'i. I will always be grateful for the opportunities that our partnership with Hawai'i Food & Wine Festival has given us.”

*- Peter Espiritu*  
Founder & Artistic Director of Tau Dance Theater

“Being exposed to Hawai'i Food & Wine Festival's mission of supporting local farms and protecting the islands' unique agriculture has inspired us to work closely with many flower farms from Maui and Hawai'i Island. Taking advantage of the freshest and finest tropical blooms Hawai'i has to offer has influenced a new floral design with our signature French style.”

*- Kai Wang-Nobriga*  
Owner of Gentle Beast Floral



“I am honored to have been able to partner with the Hawai'i Food & Wine Festival to create an art piece that celebrated the deep connection and aloha we have for kalo. As an artist, the opportunity to share my art with the guests at Outstanding in the Lo'i was a wonderful experience.”

*- Bernice Akamine*  
Artist



# MEDIA RESULTS

January 1, 2022 - December 31, 2022

## TOTAL REACH

14,823,879,475

## TOTAL PUBLICITY VALUE

\$27,982,549

**SOURCES: MELTWATER, NEWS EXPOSURE, CISION, GOOGLE ANALYTICS, LATER, SPROUT SOCIAL AND INDIVIDUAL PLATFORMS**

*The Twelfth 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@hawaiiifoodandwinefestival.com](mailto:kristen@hawaiiifoodandwinefestival.com)*

# PUBLICATIONS & OUTLETS

## TELEVISION

### Local:

- KFVE
- KGMB
- KHII
- KHNL
- KHON
- KIKU
- KITV
- Living808
- PBS Hawaii

### National:

- ABC 7
- The View

## RADIO

### Local:

- Hawaii Public Radio
- KHPR-FM
- KKOA-FM
- KSSK-FM
- Muthaship Podcast
- Talk Radio 702
- Think Tech Hawaii

### National:

- KMET-AM
- WINT-AM

## PRINT

### Local:

- AAA Explorer Hawaii
- Hana Hou!
- Honolulu Star-Advertiser
- Savvy 360 Hawaii
- The O'ahu Concierge

### National:

- Air Guide Frequent Flyer Magazine
- Air Guide Magazine
- Cruise Guide Magazine
- Select Traveler Magazine
- The Seattle Times

## ONLINE

### Local:

- AAA Hawaii
- Amanda & Felix Eats
- Big Island Gazette
- Daily Hawaii - Grind Time Hawaii
- Go Hawaii
- GoVisitHawaii.com
- Hashilife.com
- Hawaii Life Real Estate Brokers
- Hawaii Magazine
- Hawaii Mom Blog
- Hawaii News Now
- Hawaii Public Radio
- Hawaii Real Estate Blog
- hawaii.travelwithkids.com
- Honolulu Family
- Honolulu Magazine
- Honolulu Star Advertiser
- HVCB Go Hawaii e-Newsletter
- Kamehameha Schools
- KHON2
- KITV4
- Maui Accommodations
- Maui Now
- Modern Luxury Hawaii
- Pacific Business News
- Spectrum News
- The Maui News
- The Molokai Dispatch
- Think Tech Hawaii
- WaileaEkahiVillage.com
- www.thisweekhawaii.com

### National:

- 6park.news
- 941thewave.com
- ABC7 News
- All World Travel
- Altair Travel & Cruises
- Ambassador Events Travel
- Andorra Travel, Inc.

## ONLINE

### National Continued:

- ann-tran.com
- Are We There Yet Adventures
- B&B Sandra
- Barron's
- beaumonttraveler.com
- Bee Kalt Travel Service
- Blogarama
- Book With Travel Envy
- Bulletin Reporter
- Business Breaking News
- businesstravelerusa.com
- cialisbbv.com
- Coast to Coast Newspaper
- Connection To Cruise
- CruiseGuideOnline.com
- Daily Advent
- dallasartdealers.org
- Dandelion Chandelier
- Darik News
- Delectious Food
- Departures Travel
- Eat This, Not That!
- Elite Travel
- Ellis Travel House
- eTurboNews
- Feedlinks.net
- Fifty Grande
- Fine Dining Lovers
- Food and Beverage
- Food Industry Today - EIN News
- Fooshya.com
- Forbes Travel Guide
- Free Stuff Times
- Freebiesfrenzy
- FreebieShark.com
- Funk Nation Group Marketing
- Get Outta Town
- Global Travel Media
- Go World Travel Magazine
- goodlifemagazineonline.com
- Gulf N News
- Hagens Travel North Shore
- HappeningNext

## ONLINE

### National Continued:

- Health Journal
- Health Planet
- Herff Travel
- Hill's Travel Service
- In The Know
- Infinite Sweeps
- Interlax.net
- Jet Set Travel
- JML Cruises, LLC
- Journey of Discovery
- Julie's Freebies
- Just Travel Deals
- JustLuxe
- Kingsbridge Travel
- Lake Forest Travel
- Larey Baile
- Let's Go! Travel
- Life Hacker
- LXR Leisure Travel
- MarketWatch
- Marriott Traveler
- Matador Network
- Modern Farmer
- moneyinc.com
- MSN
- My Life's A Movie
- Nervig Travel
- Never Say Die Beauty
- NewsBreak
- newspub.live
- nomadlawyer.org
- oaklandnewsonline.com
- Oasis Travel
- Olsen-O'Leary Travel
- Paper City
- Paramount Vacations
- Passionate Pursuits Travel, LLC
- Patch
- Pathfinders Travel Magazine
- Premier Travel Service
- Prestige Travel
- Qantas Travel Insider
- Quintess Travels, Inc

## ONLINE

### National Continued:

- Regency Travel
- Restaurant Hospitality
- restaurant-hospitality.com
- Rex Travel
- Richard Engle Inc
- Robinspost
- Salon Prive Magazine
- Saveur
- seacoastoldies.com
- Shahargha
- Shore News Magazine » Jackson
- Smart Meetings
- solotripsandtips.com
- St. Armands Travel
- Sunflower Travel
- Sweepstakes Fanatics
- Sweepstakes Fanatics
- sweepstakestoday.com
- Tasting Table
- tetracyclined7k.com
- Texas Cowboy Travel
- Texas Lifestyle Magazine
- The Daily Meal
- The Family Vacation Guide
- The Jet Set
- The Points Guy
- The Seattle Times
- The Travel
- The Travel Mom
- The US Express News
- thriftytraveler.com
- Thrillist
- Travel + Leisure
- Travel Desk of Connecticut
- Travel Planners
- Travel Weekly
- travelbaseonline.com
- Travelonly
- TravelPulse
- Triad Travel Group
- Trip Birdie
- Trip Designs
- U Go I Go Travel

## ONLINE

### National Continued:

- Ultra Contest
- USA Today 10best
- usabusinessmagazine.com
- utrips.com
- Vagabond Travel Agency
- Vnatalie
- Welcome Seymour & Associates Travel
- What's Cookin' Today on CRN
- wheelsupnetwork.com
- Who Fish
- WN
- wnews247.com
- Wopular
- www.contestshub.com
- www.flytographer.com
- www.gowithhippo.com
- www.luxurytravelmagazine.com
- www.nrtoday.com
- www.richreport.com
- www.rosiedarosa.com
- www.salonprivemag.com
- www.theluxurytravelgroup.com
- www.thetravel.com
- www.travelcrafter.com
- www.tripstodiscover.com
- Yahoo News
- Yahoo!
- Yahoo! Sports
- Yo Free Samples
- Your Lifestyle Business

### International:

- Aldershot Travel Burlington
- artesonora.pt
- Belview Travel
- Best Trip TV
- Besttraveltipstricks
- Blogarama
- Bonaventure Travel
- Castle Hill Travel & Tours
- chic.hr
- ChinaPulse.com
- Contify Telecom News

## ONLINE

### International Continued:

- Cruise Vacations
- Daily Best Articles
- DRIFT Travel Magazine
- Elan Travel
- Eminentra Canada
- FOODGRESSING
- H24INFO
- Hospitality Net
- Italia a tavola
- jimbyerstravel.com
- KarryOn
- Kelly Foster Travel
- L'Opinion
- La Vie éco: Economie
- lacittanews.it
- Lucire
- Maeil Business TV
- maroc-diplomatique.net
- McTavish Travel
- mediamarketing.ma
- MINDFOOD
- Modni Almanah
- Music News - Packaging News Online
- My Way Holiday
- Nate News
- News Dome
- News.LePortale.com
- Newstral
- Not Quite Nigella - Recipes, Restaurants and Travel
- Pedfire - Business and Startups Magazine
- PhukeTimes.it
- Quick Telecast
- Stenner Travel
- Swan Valley Travel
- Sweepstake.com
- Sweepstakes Bible
- The Bharat Express News
- The Singapore Time
- Travel + Leisure India

## ONLINE

### International Continued:

- Travel Associates
- Travel Last Minute
- Travel Sensations
- Travel Today New Zealand
- Travel1
- TravelDailyNews International
- TravelOnly
- TravelOnly With Rosie Darosa
- TraveluxePro
- Trent Travel
- Two Chairs
- U Trips
- UK Time News
- Universe Tour
- Verified News Explorer Network
- VNExplorer News Channel
- Wanderlust Getaway
- www.ecoactu.ma
- Yahoo Finance UK
- Yahoo Lifestyle Canada
- Yahoo Movies Canada
- Yahoo News Canada
- Yahoo News Singapore
- Yahoo Sports UK
- ZUM 뉴스
- زرغم | Moghras
- 네이버 - Naver
- 뉴스줌 | ZUM News
- 디지털조선일보 | Digital Chosun Ilbo
- 매일경제 뉴스 | Maeil Business News



# WEBSITE & SOCIAL

#HFWF22

## WEBSITE

[www.HFWF.me](http://www.HFWF.me)

**286,580**

Total number of sessions spent actively on website

**1,224,235**

Total number of page views

**1:39**

Average length of session

## INSTAGRAM

@HIFOODWINEFEST

**21,935**

Total Instagram followers as of December 31, 2022

**9.70%**

Follower growth in 2022

**839,093**

Number of unique impressions

## FACEBOOK

Hawai'i Food & Wine Festival

**15,663**

Total Facebook followers as of December 31, 2022

**20.50%**

Fan growth in 2022

**1,213,625**

Number of unique impressions

## TWITTER

@HIFOODWINEFEST

**4,590**

Total Twitter followers as of December 31, 2022

**-0.79%**

Follower growth in 2022

**15,456**

Number of unique impressions

## WEBSITE

[www.HFWF.me](http://www.HFWF.me) ([www.hawaiifoodandwinefestival.com](http://www.hawaiifoodandwinefestival.com))

Data Pulled from January 1, 2022 - December 31, 2022

**SESSIONS: 286,580**

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: 160,637**

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

Includes both new and returning visitors

**PAGEVIEWS: 1,224,235**

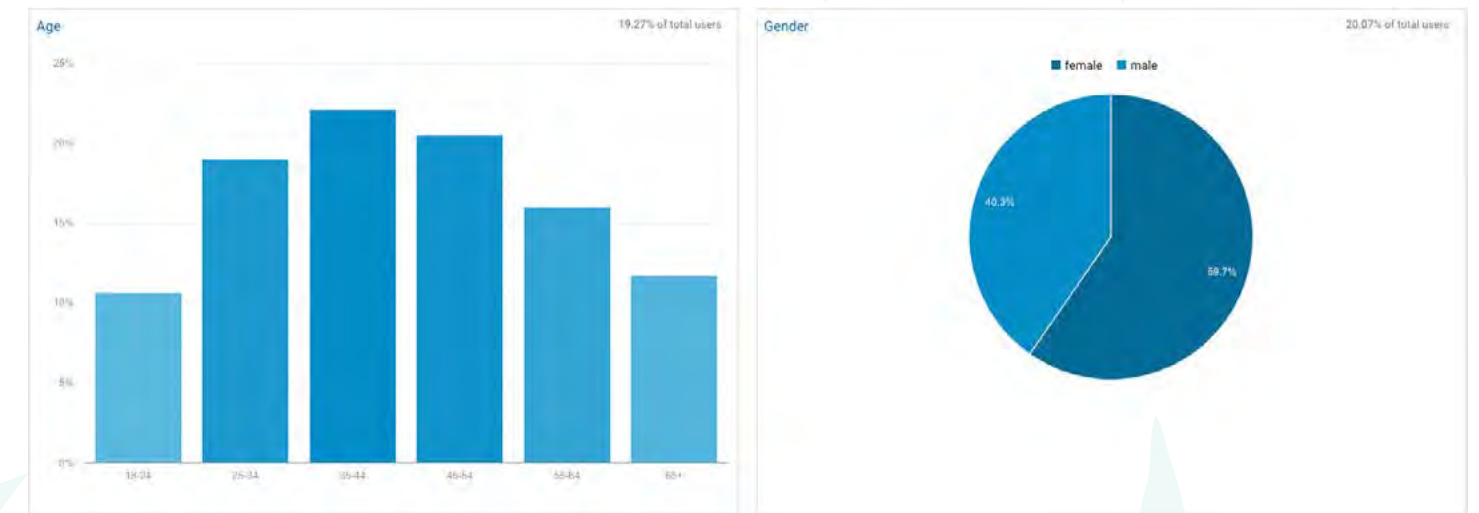
The total number of pages viewed. Repeated views of a single page are counted

**AVG AVERAGE SESSION DURATION: 00:01:39**

**NUMBER OF SESSIONS PER USER: 1.78**

**INCREASE IN SESSION YEAR OVER YEAR: 25.86%**

### AGE & GENDER DEMOGRAPHICS:



### WEBSITE AUDIENCE:

Top 3 Ranking Countries

**United States - 93.59%**

Top Regions:

Hawai'i

California

Virginia

Users - 150,755

New Users - 148,984

Sessions - 274,023

**Canada - 1.33%**

Top Regions:

British Columbia

Ontario

Alberta

Users - 2,135

New Users - 2,109

Sessions - 2,532

**Japan - 0.65%**

Top Regions:

Tokyo

Osaka

Kanagawa

Users - 1,053

New Users - 1,047

Sessions - 1,245

# FACEBOOK

[www.facebook.com/HawaiiFoodandWineFestival](https://www.facebook.com/HawaiiFoodandWineFestival)

**TIME PERIOD:** January 1, 2022 - December 31, 2022

**TOTAL LIKES:** 13,719

**ENGAGEMENT:** 43,722

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

**# OF POSTS:** 86

The number of pieces of content posted by HFWF.

**INCREASE IN LIKES IN 2022:** 424

**INCREASE IN ENGAGEMENT IN 2022:** 321.7%

**IMPRESSIONS:** 1,213,625

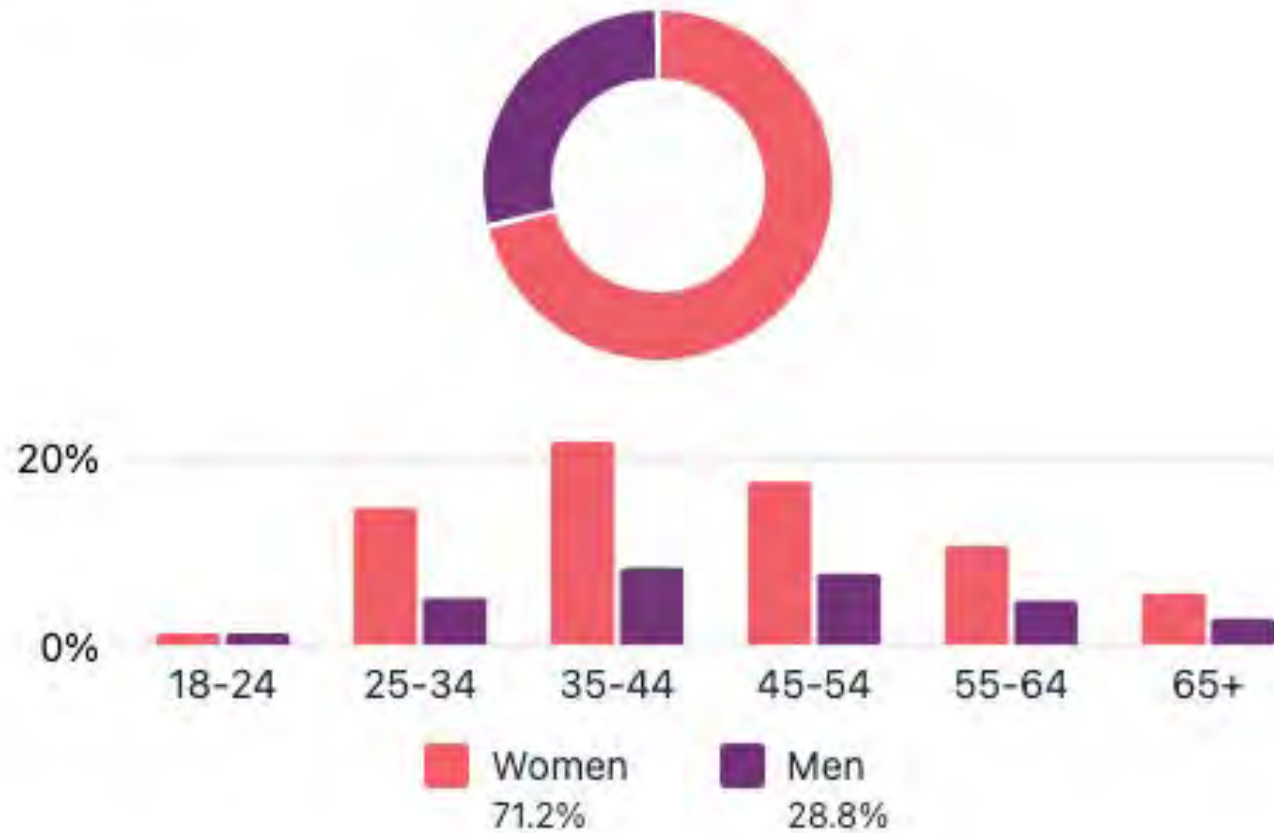
The number of times HFWF content was seen.

**POST CLICK LINKS:** 3,071

The number of times link clicked through post.

## AGE & GENDER DEMOGRAPHICS:

Age & gender ⓘ



## TOP COUNTRY AUDIENCE:

United States	74.2%
Australia	2.9%
Japan	2.4%
Canada	2.1%
Mexico	1.1%

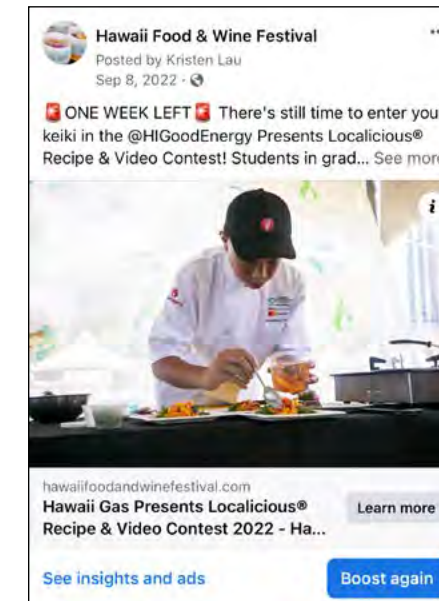
## TOP CITIES AUDIENCE:

Honolulu, HI	12.1%
Los Angeles, CA	1.1%
New York, NY	1.1%
Kailua, HI	0.8%
Sydney, Australia	0.8%

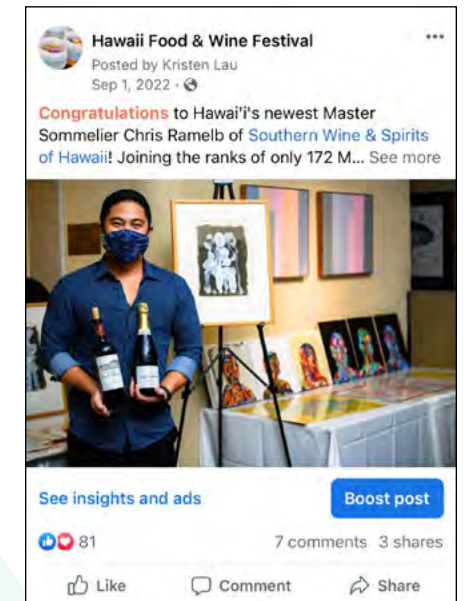
## TOP FACEBOOK POSTS:



**POST REACH:** 9,669  
**ENGAGEMENT:** 716



**POST REACH:** 5,933  
**ENGAGEMENT:** 365



**POST REACH:** 2,685  
**ENGAGEMENT:** 194

# INSTAGRAM

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

TIME PERIOD: January 1, 2022 - December 31, 2022

TOTAL FOLLOWERS: 21,935

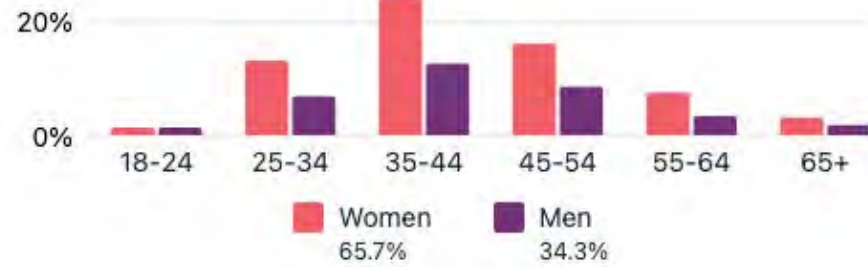
TOTAL # OF POSTS BY HFWF: 129

TOTAL IMPRESSIONS: 839,093

PROFILE CLICKS: 24,681

## AGE & GENDER DEMOGRAPHICS:

Age & gender ⓘ



## HASHTAG PERFORMANCE:

- #FOODIE
- #FOODFESTIVAL
- #HFWF
- #MELEKALIKIMAKA
- #HOLIDAYSEASON
- #HOLIDAY
- #12YEARS
- #CHRISTMASSONGS
- #12DAYSOFCHRISTMAS
- #XMAS

INCREASE IN FOLLOWERS IN 2022: 1,945

TOTAL # OF STORIES BY HFWF: 565

TOTAL ENGAGEMENT: 16,050

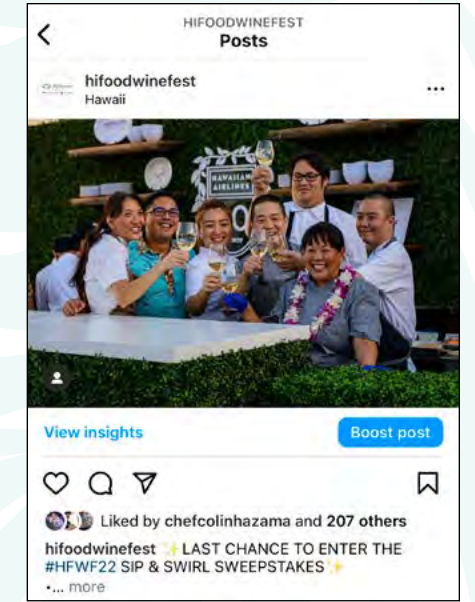
## TOP INSTAGRAM POSTS:



POST REACH: 14,433  
IMPRESSIONS: 12,364  
LIKES: 270



POST REACH: 5,925  
IMPRESSIONS: 7,036  
LIKES: 373



POST REACH: 5,370  
IMPRESSIONS: 5,566  
LIKES: 208

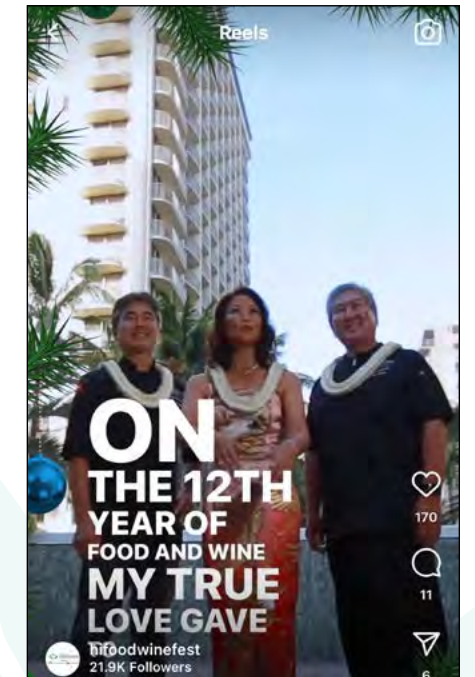
## TOP INSTAGRAM REELS:



ACCOUNTS REACHED: 16,417  
PLAYS: 17,146  
LIKES: 346



ACCOUNTS REACHED: 10,563  
PLAYS: 10,891  
LIKES: 435



ACCOUNTS REACHED: 3,751  
PLAYS: 3,858  
LIKES: 167



# MAHALO

To our 2022 Sponsors



# Michael Gino

1963-2022

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**13<sup>TH</sup> ANNUAL**

**HAWAII' FOOD & WINE FESTIVAL**

**KĀ'ANAPALI, MAUI - OCTOBER 13-15, 2023**

**ISLAND OF HAWAII' - OCTOBER 20-21, 2023**

**O'AHU - NOVEMBER 2-5, 2023**

## **2022 FESTIVAL TEAM**

**Denise Yamaguchi** – Chief Executive Officer

**Aya Leslie** – Vice President

**Cassidy Apo** – Executive Assistant & Event Coordinator

**Kristen Lau-Grover** – Director of Marketing & PR

**Colin Hazama** – Executive Chef

**Teri Matsukawa** – Financial Advisor

## **2022 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