



HAWAII  
FOOD & WINE  
FESTIVAL®

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



FIFTEENTH ANNUAL HAWAII FOOD & WINE FESTIVAL®  
OCTOBER 17 - NOVEMBER 2, 2025



## Letter from Our Founders

Aloha,

Mahalo for being part of the Fifteenth Annual Hawai'i Food & Wine Festival® (HFWF) and for supporting the work that continues to shape Hawai'i's culinary future. More than 30 years ago, a small group of chefs believed in something few others could see: that Hawai'i's farmers, ranchers, fishermen, and food producers could create high-quality ingredients, and that our cuisine could tell the story of our land, culture, and people. That belief became the Hawai'i Regional Cuisine movement. When we launched HFWF in 2011, we set out to build on that legacy—celebrating local ingredients and talent while connecting Hawai'i to the world.

In 2025, as we celebrated our 15<sup>th</sup> anniversary, that vision continued to evolve. This year's theme, FEAST, reflected our belief that culinary belongs at the center of the plate—driving agriculture, education, workforce development, and Hawai'i's identity as a world-class visitor destination. The Festival remains a powerful platform for showcasing Hawai'i's chefs and producers, reinforcing the role of food as a defining reason people choose to visit, return, and connect with our islands.

Beyond the Festival, the Hawai'i Ag & Culinary Alliance (HACA) deepened its impact through education and food system innovation. We proudly launched the inaugural FEAST Summit, convening chefs, students, farmers, educators, and industry leaders to focus on building resilient systems that sustain Hawai'i for generations. Through partnerships with UH Community College Culinary Arts programs, the Wahiawā Value-Added Product Development Center, and collaborations between the Culinary Institute of the Pacific and the Culinary Institute of America, we continue investing in pathways that uplift local talent and strengthen our food economy.

This work is possible because of your support. Together, we are building a more connected Hawai'i—one where culinary is at the center of the plate.

With Sincere Gratitude,

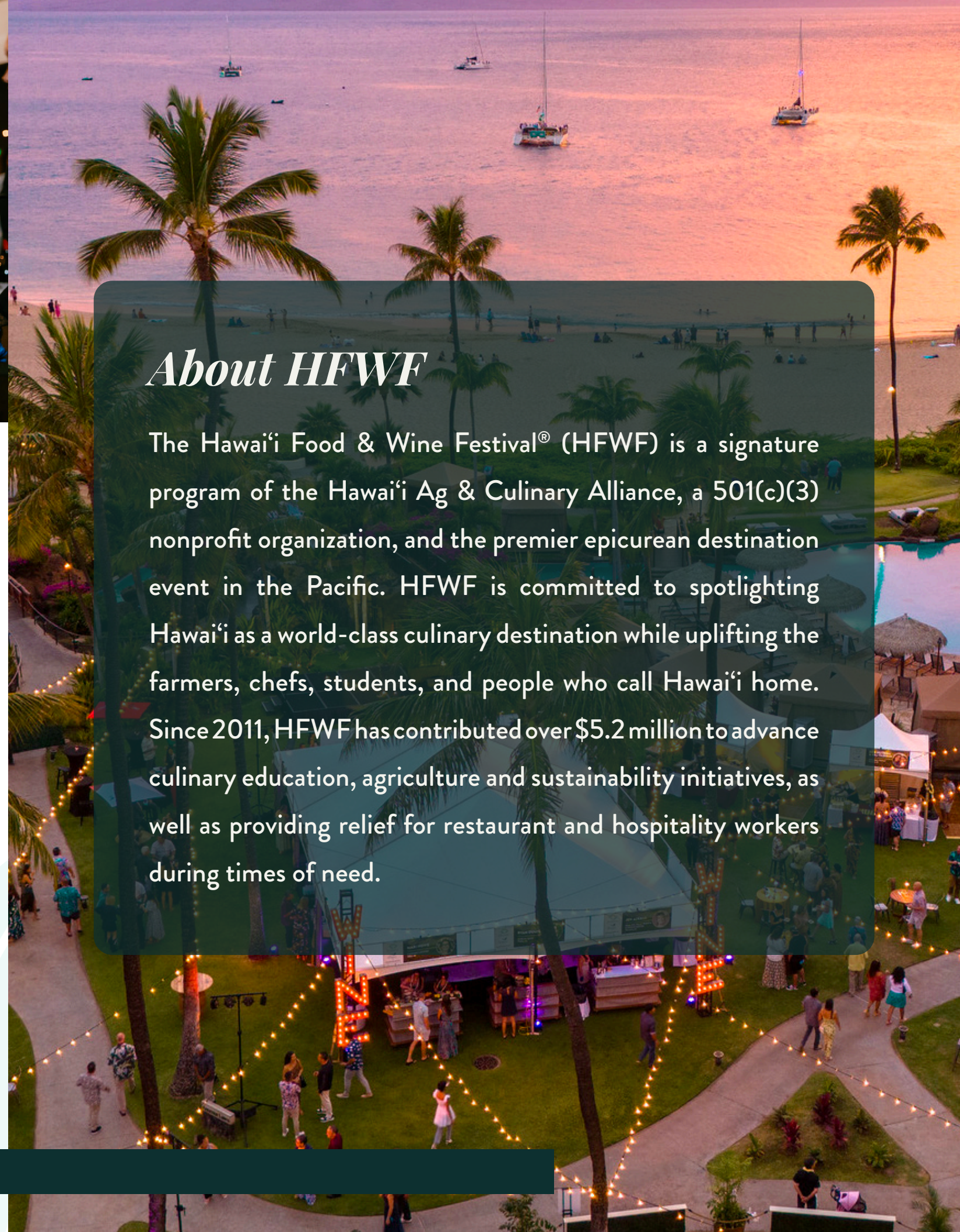
*Denise Yamaguchi*  
Denise Yamaguchi  
Chief Executive Officer

*Roy Yamaguchi*  
Roy Yamaguchi  
Co-Chair/Co-Founder

*Alan Wong*  
Alan Wong  
Co-Chair/Co-Founder

## About HFWF

The Hawai'i Food & Wine Festival® (HFWF) is a signature program of the Hawai'i Ag & Culinary Alliance, a 501(c)(3) nonprofit organization, and the premier epicurean destination event in the Pacific. HFWF is committed to spotlighting Hawai'i as a world-class culinary destination while uplifting the farmers, chefs, students, and people who call Hawai'i home. Since 2011, HFWF has contributed over \$5.2 million to advance culinary education, agriculture and sustainability initiatives, as well as providing relief for restaurant and hospitality workers during times of need.



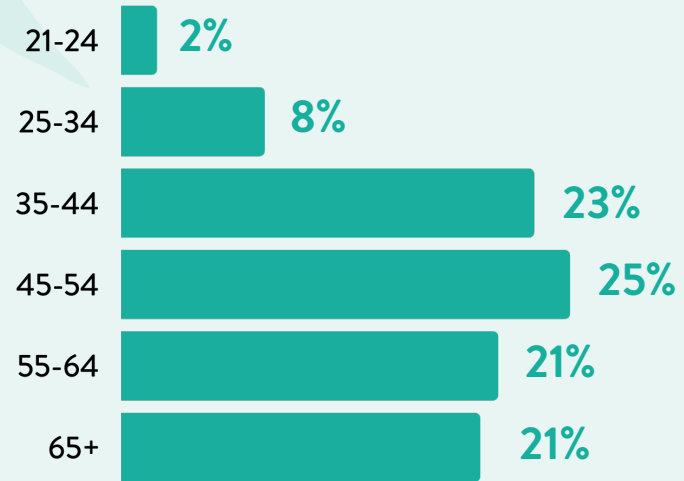
# About Our Attendees

Data pulled from 651 HFWF25 online ticket purchasers.

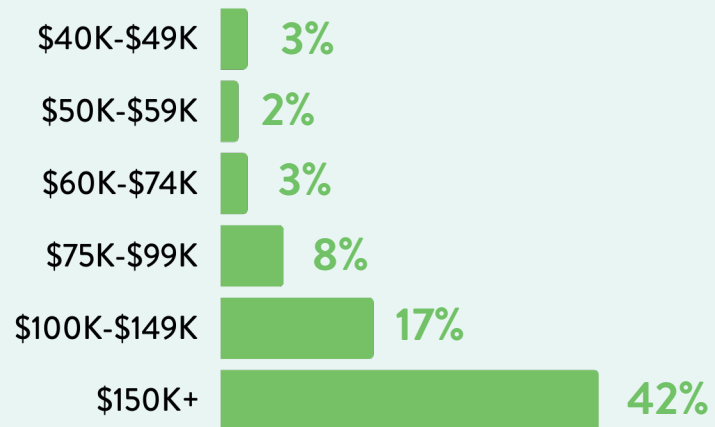
## ATTENDEES' FIRST TIME TO HFWF:



## HFWF25 AGE DEMOGRAPHIC:

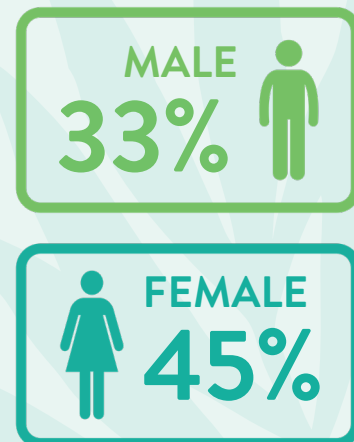


## HFWF25 INCOME DEMOGRAPHIC:



26% of ticket purchasers elected not to respond.

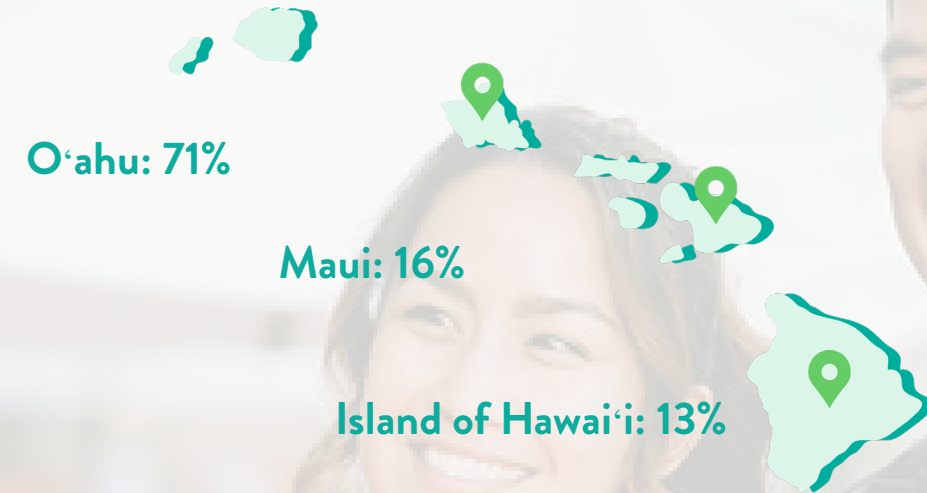
## HFWF25 GENDER DEMOGRAPHIC:



22% of ticket purchasers elected not to respond.

## ATTENDEES' BY REGION:

### HAWAI'I RESIDENTS:



### TOP 3 INTERNATIONAL COUNTRIES:

Australia Canada Japan

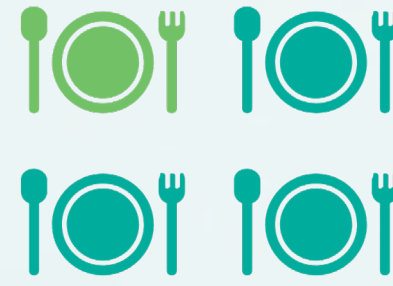
### TOP 10 U.S. STATES:

Arizona California Colorado Florida Louisiana Nevada New York Tennessee Texas Washington



# #HFWF25

*by the Numbers*



**11 EVENTS**

FILLED THE HFWF25 SCHEDULE, INCLUDING GRAND TASTINGS, A GALA DINNER, BRUNCHES, GOLF TOURNAMENTS, AND THE INAUGURAL FEAST SUMMIT (PROFESSIONAL DEVELOPMENT CONFERENCE).



**5,006 PARTICIPATED**

IN HFWF25.



**\$72,440,105**

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



**36,443,140,546**

TOTAL AUDIENCE REACHED THROUGH VARIOUS MEDIA OUTLETS, INCLUDING WEB, BROADCAST, RADIO, SOCIAL MEDIA, AND DIGITAL ADVERTISING.

# MEDIA RESULTS

January 1, 2025 - December 31, 2025



36.4  
BILLION

PUBLIC RELATIONS  
IMPRESSIONS



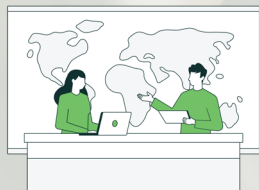
9.3  
MILLION

ADVERTISING  
IMPRESSIONS



231,000+

WEBSITE IMPRESSIONS



1,554

PRESS PLACEMENTS



1.6  
MILLION

EMAIL CAMPAIGN  
IMPRESSIONS



15.1  
MILLION

SOCIAL MEDIA  
IMPRESSIONS



1  
MILLION

SOCIAL MEDIA  
ENGAGEMENT



3,015

EARNED SOCIAL  
MEDIA MENTIONS

SOURCES: CISION, GOOGLE ANALYTICS, GOOGLE ADS, MAILCHIMP,  
LATER, INDIVIDUAL SOCIAL PLATFORMS, ROKU, DISNEY+/HULU, AMAZON  
PRIME AND BROADCAST STATIONS

*The Fifteenth Annual Hawai'i Food & Wine Festival was successful in reaching  
and obtaining local, national and international media.*

For a full list and clippings, please contact Kristen Lau-Grover at [kristen@hawaiiifoodandwinefestival.com](mailto:kristen@hawaiiifoodandwinefestival.com)

# Website & Social

#HFWF25

## WEBSITE

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

231,368

Total number of sessions spent actively on website

432,548

Total number of page views

1:21

Average length of session

## INSTAGRAM

@HIFOODWINEFEST

28,012

Total Instagram followers as of December 2025

7%

Follower growth in 2024

5,000,975

Number of impressions

## FACEBOOK

Hawai'i Food & Wine Festival

16,078

Total Facebook followers as of December 2025

1.1%

Follower growth in 2025

1,640,628

Number of impressions

## EARNED SOCIAL

1,476 Unique Authors

3,015

Total mentions

9.94%

Increase in total reach

8,482,585

Number of impressions

# WEBSITE

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

Data Pulled from January 1, 2025 - December 31, 2025

**SESSIONS: 231,368**

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: 151,996**

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

Includes both new and returning visitors.

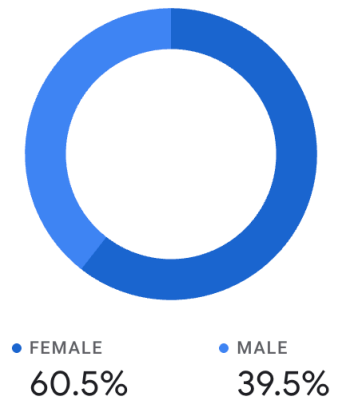
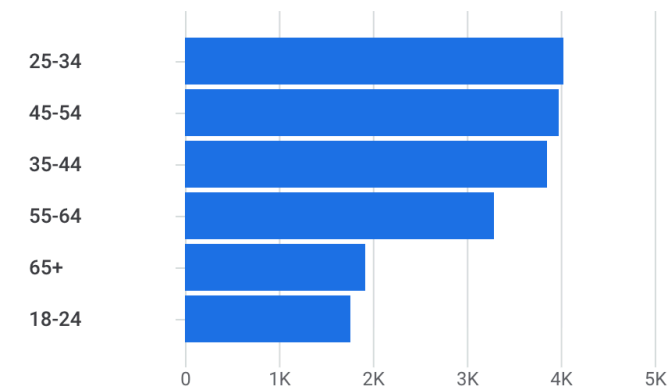
**PAGEVIEWS: 432,548**

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

**AVERAGE SESSION DURATION: 00:01:21**

**NUMBER OF SESSIONS PER USER: 0.95**

## AGE & GENDER DEMOGRAPHICS:



## WEBSITE AUDIENCE:

Top 3 Ranking Countries

**United States - 89%**

Users - 135,566  
New Users - 135,546  
Sessions - 213,435

**China - 3%**

Users - 3,975  
New Users - 3,884  
Sessions - 4,070

**Canada - 2%**

Users - 2,794  
New Users - 2,411  
Sessions - 3,172

# INSTAGRAM

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

**TIME PERIOD:** January 1, 2025 - December 31, 2025

**TOTAL FOLLOWERS:** 28,012

**TOTAL # OF POSTS BY HFWF:** 142

**TOTAL # OF REELS BY HFWF:** 131

**TOTAL ENGAGEMENT:** 932,276

**PROFILE CLICKS:** 30,542

## TOP HASHTAGS BY ENGAGEMENT:

1. #HFWF25
2. #HFWF
3. #HAWAIIFOODANDWINEFESTIVAL
4. #EATLOCAL
5. #HAWAII
6. #HAWAIIFOODIE
7. #MAUI
8. #SUPPORTLOCAL
9. #HFWF2025
10. #ALOHASPIRIT

**INCREASE IN FOLLOWERS IN 2025:** 1,718

**TOTAL # OF STORIES BY HFWF:** 1,166

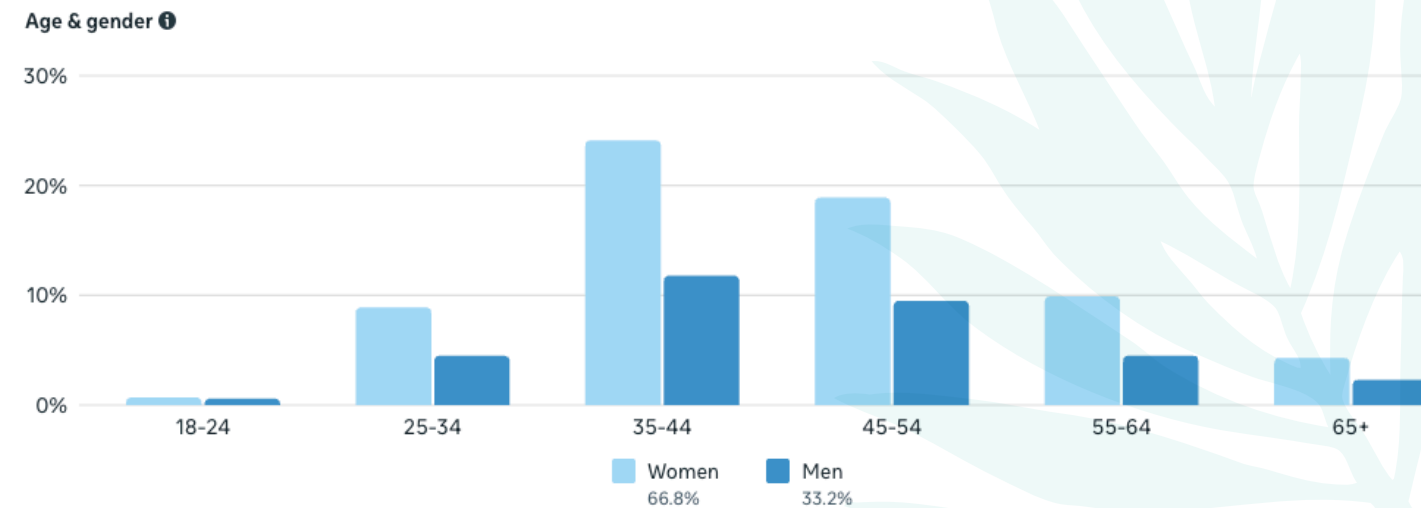
**TOTAL IMPRESSIONS:** 5,000,975

**INCREASE IMPRESSIONS IN 2025:** 68%

**WEBSITE CLICKS:** 8,649

11. #CHEFLIFE
12. #HONOLULU
13. #MAHALO
14. #SOMMLIFE
15. #HAWAII TRIP
16. #HEALINGWITHNATURE
17. #FOODIE
18. #FEASTSUMMIT
19. #HFWF26
20. #OAHU

## AGE & GENDER DEMOGRAPHICS:



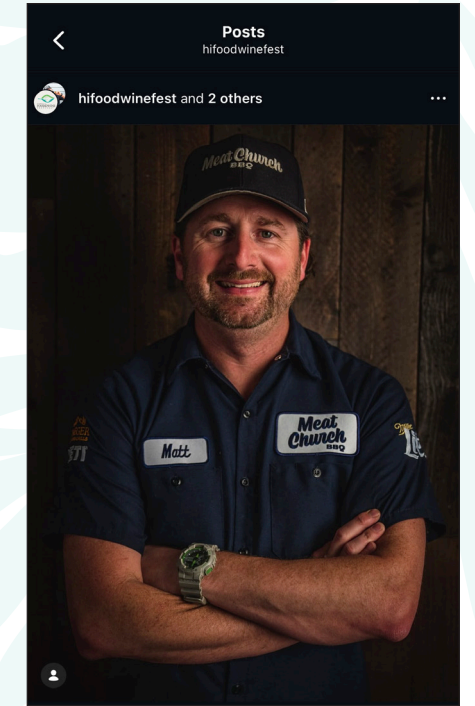
## TOP INSTAGRAM POSTS:



**POST REACH:** 15,230  
**IMPRESSIONS:** 1,668,765  
**ENGAGEMENT:** 288



**POST REACH:** 27,860  
**IMPRESSIONS:** 75,099  
**ENGAGEMENT:** 2,671



**POST REACH:** 38,894  
**IMPRESSIONS:** 57,082  
**ENGAGEMENT:** 1,050

## TOP INSTAGRAM REELS:



**ACCOUNTS REACHED:** 16,424  
**VIEWS:** 18,878  
**ENGAGEMENT:** 202



**ACCOUNTS REACHED:** 13,384  
**VIEWS:** 18,073  
**ENGAGEMENT:** 727



**ACCOUNTS REACHED:** 17,240  
**VIEWS:** 17,764  
**ENGAGEMENT:** 266

# FACEBOOK

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

**TIME PERIOD:** January 1, 2025 - December 31, 2025

**TOTAL FOLLOWERS:** 16,078

**ENGAGEMENT:** 67,037

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

**# OF POSTS:** 167

The number of pieces of content posted by HFWF.

**INCREASE IN FOLLOWERS IN 2025:** 460

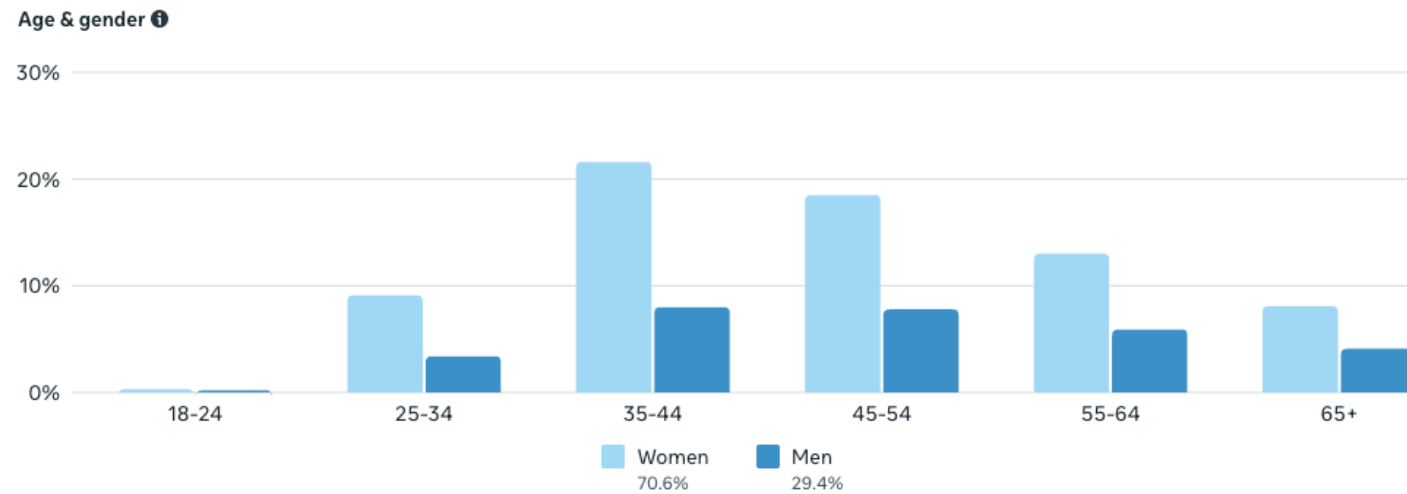
**IMPRESSIONS:** 1,640,628

The number of times HFWF content was seen.

**POST CLICK LINKS:** 33,444

The number of times link clicked through post.

## AGE & GENDER DEMOGRAPHICS:



## TOP COUNTRY AUDIENCE:

United States	77%
Australia	2.9%
Japan	2.4%
Canada	2.1%
Mexico	1.1%

## TOP CITIES AUDIENCE:

Honolulu, HI	11.1%
Los Angeles, CA	1.6%
New York, NY	1%
Kailua, HI	1%
San Diego, CA	1%

## TOP FACEBOOK POSTS:

**Hawaii Food & Wine Festival is with Aya Nishihara Leslie and 8 others at The Culinary Institute of America.**  
 Posted by Instagram  
 Oct 8, 2025 · 🌐

We're incredibly proud to celebrate HFWF Co-Founder @chefroyyamaguchi on being honored with a star on the newly unveiled CIA Alumni Walk of Fame at @theculinaryinstituteofamerica! 🌟👏

Chef Roy joins an elite group of culinary legends whose creativity and influence have shaped the industry — including @grant\_achatz, @deanfearing, @susanfeniger, and @chefsherryyard—all of whom have also shared their incredible talent over the years at Hawaii Food & Wine Festival! 🌟

As one of the pioneers of Hawaii Regional Cuisine, Chef Roy has built an enduring legacy through his award-winning restaurants and dedication to showcasing the flavors and ingredients of Hawai'i. As Director of @culinaryinstituteofthepacific, he continues to share his passion for training the next generation of chefs to lead with creativity and excellence! 🌟

Congratulations, Chef Roy Yamaguchi! 🌟

#HFWF #ChefRoyYamaguchi #CulinaryInstituteofAmerica #CIAAlumni #WalkofFame #HawaiiFoodandWineFestival #CulinaryLegends #GrantAchatz #DeanFearing #SusanFeniger #SherryYard #CulinaryInstituteofthePacific #HawaiiChefs

**POST REACH:** 37,091  
**IMPRESSIONS:** 49,643  
**ENGAGEMENT:** 426

**Hawaii Food & Wine Festival is with Hawai'i Gas and 5 others at The Kahala Hotel & Resort.**  
 Posted by Instagram  
 Oct 24, 2025 · 🌐

We're beyond honored to congratulate #HFWF co-founder Chef @AlanWongs on the announcement of his new restaurant @kahala\_resort!

For decades, Chef Alan has championed Hawai'i Regional Cuisine—elevating local ingredients and telling the stories of Hawai'i's people through food. His passion for collaboration, mentorship, and innovation has left an indelible mark on Hawai'i's culinary community and continues to inspire the next wave of chefs and creators.

Now, as he returns to the kitchen to reimagine the beloved Alan Wong's legacy, we celebrate this full-circle moment—where history, heart, and home come together once again.

Please join us in congratulating Chef Alan Wong on this exciting new chapter—a beautiful continuation of the culinary story he helped begin. ❤️

**POST REACH:** 21,545  
**IMPRESSIONS:** 33,270  
**ENGAGEMENT:** 323

**Hawaii Food & Wine Festival is with Alohilani Resort Waikiki Beach and Iron Chef Morimoto.**  
 Aug 5, 2025 · 🌐

🌟 From Iron Chef to international culinary icon, **Iron Chef Morimoto** has spent decades dazzling diners with his signature fusion of Japanese tradition and bold, global flavors. 🇯🇵🔥 After a shoulder injury ended his baseball career in Hiroshima, Morimoto turned to sushi—and the rest is culinary history.

From working as a chef at the original Nobu to launching his own global empire of restaurants, sake, and even single malt whiskey, Chef Morimoto continues to blend innovation with artistry. You've seen him dominate on Iron Chef and Iron Chef America—now you can catch him live in the VIP section at #HFWF25 Slanted and Phan-tastic: A Celebration of Charles Phan at 'Alohilani Resort Waikiki Beach on October 30!

🌟 VIP Alert: Level up your night with a VIP cabana for 8 and exclusive sushi bar experience from Iron Chef Morimoto created just for our VIP guests... Now that's phan-tastic!

📅 Only 2 VIP Cabanas left! Grab your friends and reserve yours before they're gone at [HFWF.me/slanted-and-phantastic/](http://HFWF.me/slanted-and-phantastic/)

#HFWF25 #SlantedAndPhanTastic #IronChefMorimoto #VIPVibes #HawaiiEats #CulinaryLegends

**POST REACH:** 14,938  
**IMPRESSIONS:** 19,161  
**ENGAGEMENT:** 32



#HFWF25



# SCHEDULE OF EVENTS

## WEDNESDAY, MAY 14, 2025

## ATTENDANCE

Launch

HFWF25 Launch/HFWF24 Mahalo Reception	Pearl at Kalauao	217
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## FRIDAY, OCTOBER 17, 2025

Golf Tournament

First Annual Cuisines of the Sun® Golf Classic Hosted by Alan Wong Presented by HRSR	Mauna Kea Golf Course	132
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## SATURDAY, OCTOBER 18, 2025

Grand Tasting

Cucina: From Mauka to Makai	Mauna Kea Beach Hotel	575
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## FRIDAY, OCTOBER 24, 2025

Golf Tournament

First Hawaiian Bank Presents 27 <sup>th</sup> Annual Roy Yamaguchi Golf Classic	Kā'anapali Golf Course and Roy's Kaanapali	138
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## SATURDAY, OCTOBER 25, 2025

Grand Tasting

World of Wagyu, Wine & Whiskey	Sheraton Maui Resort & Spa	643
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## SUNDAY, OCTOBER 26, 2025

Brunch

Southern Seafood Sunday Hosted by Aarón Sánchez	Royal Lahaina Resort & Bungalows	260
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## THURSDAY, OCTOBER 30, 2025

Grand Tasting

Slanted & Phan-tastic: A Celebration of Charles Phan	ʻAlohilani Resort Waikiki Beach	659
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## FRIDAY, OCTOBER 31, 2025

Professional Development Conference

FEAST Summit	Sheraton Waikiki Beach Resort	643
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## SATURDAY, NOVEMBER 1, 2025

Grand Tasting

Hawaiian Airlines Presents Decanted	Hawai'i Convention Center	1,119
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## SUNDAY, NOVEMBER 10, 2024

Brunch

MatCHA Chai Brunch	Hyatt Regency Waikiki Beach Resort and Spa	237
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Gala Dinner

Washoku to the World	Halekulani	169
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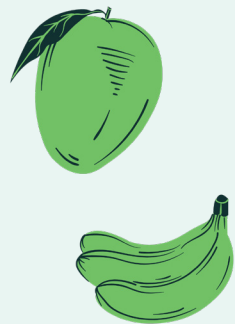
# FEAST Summit

Take a closer look at the inaugural industry conference

**80+**  
GLOBAL  
SPEAKERS



**28,823**  
MILES TRAVELED

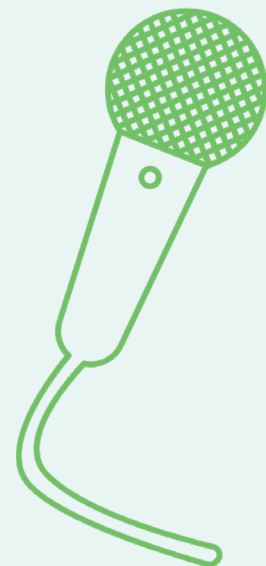


**30+**  
MARKETPLACE  
VENDORS  
USING HAWAI'I-GROWN  
INGREDIENTS



**10** CHEFS  
**4** MIXOLOGISTS

GRAND  
TASTING  
LUNCH



## 11 SESSION TOPICS

- THE STATE & FUTURE OF TOURISM
- CAN AI MEET ALOHA?
- HERITAGE FOODWAYS
- SOCIAL MEDIA BITES
- NEXT COURSE: DINING IN 2026 & BEYOND
- THE BUSINESS OF DINING
- FEEDING CHANGE
- PITCH FEST
- THE POWER & INFLUENCE OF THE CELEBRITY CHEF
- STAFFED FOR SUCCESS
- AGRITOURISM & DESTINATION BRANDING

# Our Impact

#HFWF25



**\$5.2 MILLION**

TOTAL AMOUNT DONATED TO THE COMMUNITY  
SINCE 2011.



**\$27.5 MILLION**

TOTAL NUMBER OF DIRECT VISITOR EXPENDITURES.



**3,000+**

CULINARY STUDENTS WHO HAVE LEARNED FROM  
460+ HFWF CHEFS



**85+**

FARMS, RANCHES AND SEAFOOD SUPPLIERS  
SOURCED FROM ACROSS 6 HAWAIIAN ISLANDS

# MAHALO

*to our 2025 sponsors*





HAWAII  
FOOD & WINE  
FESTIVAL®

*Save the Date*

**16<sup>TH</sup> ANNUAL  
HAWAII FOOD & WINE FESTIVAL**

**ISLAND OF HAWAII - OCTOBER 16-17, 2026**

**KĀ'ANAPALI, MAUI - OCTOBER 23-25, 2026**

**O'AHU - NOVEMBER 5-8, 2026**

## **2025 FESTIVAL TEAM**

**Denise Yamaguchi** – Chief Executive Officer

**Aya Leslie** – Vice President

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

**Jill Cooper** – Talent Coordinator & Executive Assistant

**Staci Lovell** – Content Marketing Manager

**Teri Matsukawa** – Financial Advisor

**David Wynne** – Executive Chef

## **2025 BOARD OF DIRECTORS**

**Roy Yamaguchi** – Chair

**Alan Wong** – Vice Chair

**Sharon Brown** – Secretary

**Meredith Ching** – Treasurer

**Vikram Garg** – Director

**Shep Gordon** – Director

**Warren Shon** – Director

**Mark Teruya** – Director