

Hawaii

SPRING 2013

Retail Grocer

the magazine of the hawaii food industry association



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The Chair's Message

BY ALAN Y. NAKAMURA



A wonderful time...

Each new year brings changes, challenges, and adventures. Just a couple of years ago, founder Dick Botti realized his wish to retire from the HFIA. With the help of past chair Bonny Amemiya and interim Executive Director Gary Hanagami, we were able to successfully transition to a new era under the leadership of current Executive Director Lauren Zirbel. Exciting times lie ahead with membership expanding to new companies and individuals, each with their own experiences and philosophies.



Alan Nakamura at the 2013 HFIA Social

One of our primary goals is to provide help with legislative issues under the guidance of our Government Relations and Advocacy Committee, chaired by Vice Chair Stan Brown. With input from members and lobbying efforts by Lauren, we are able to voice industry opinions and support bills that are beneficial to our industry and oppose bills that are not. With the diversity of members that we have, including suppliers, a variety of retailers, and many associate members, we may not have unanimous support on every bill and ordinance, but we do try our best to move forward in the best interests of the majority of our members. On occasion, we may need to abstain from voicing our views

if we are divided on an issue. In any case, we appreciate and encourage members to express themselves and give us direction on the multitude of important legislative issues and changes which come up each year.

The Made In Hawaii Festival is a major source of income for the HFIA and, under the guidance of Director Amy Hammond, continues to grow and achieve success year after year. If at all possible, we would like our members to strongly support this event and help to make it even more successful and profitable in the years ahead.

Our Social and Convention Committees (one and the same) tirelessly volunteer their time each year to plan and implement events that are fun, as well as opportunities for business networking. We welcome new members to add fresh thoughts and resources to these committees, as this will help spread the workload and make the events more successful. You will be sure to make new, wonderful, lifelong friends. Your attendance and thoughtful sponsorships are most important in making the New Year's Social and Convention successful and profitable for HFIA.

Our annual golf tournament, chaired by lifetime D.O.G. (Director Of Golf) Mike Kaya, is always a blast, and golfers and hackers alike have a great time while raising much-needed funds for HFIA. The participants and generous sponsors join together to make this an event to look forward to each year.

Lastly, while I will continue to have the honor of being HFIA Chair through June—at which point I will confidently pass the gavel to incoming Chair Stan Brown—I will be doing so from the Tesoro corporate office in Texas. My wife and I will move to San Antonio in early March but will return in June to attend the 2013 HFIA Convention and reunite with you all. This will be my first separation from the HFIA in about 30 years. I am saddened and will miss you. Fond memories, good times together.... But I hope to return to Hawaii in five or six years, and, God willing, I may be able to reestablish my connections with you all. In the meantime, I would like to personally ask each of you to strongly support HFIA as you have in the past and help it to grow stronger and more influential than it has ever been. We owe it to our members, employees, and thousands of consumers to keep our food industry vibrant and strong.

Thank you for your help and friendship over the years. Much aloha to all of you and best wishes for a successful 2013! 🍹

Alan

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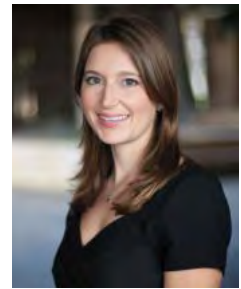
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Legislative Update

BY LAUREN ZIRBEL



The 2013 Hawaii State Legislature's session is off to a red-hot start. One thousand four hundred and eighty four bills were introduced in the State House of Representatives. One thousand three hundred and eighty eight bills were introduced in the State Senate. Hundreds of these bills affect the food industry.

As I write this article, we have just passed one of the major hurdles of the legislative session, first lateral! This means that it is the last day for bills to move to their final committee in their house of origin, be it the House of Representatives or the Senate. For example, most bills are referred to more than one committee, so if a bill is introduced in the House of Representatives and referred to the Health and Consumer Protection Committees, then the bill must be passed out of the House Health Committee by the first lateral deadline or it is considered "dead" (unless the bill is re-referred). Due to the sheer mass of bills introduced, this deadline marks the "death" of many bills because not all bills can be heard in time to stay "alive."

At this point in the session, many bills have been deferred by committees due to persuasive testimony that led the members of the committee hearing the bill to have second thoughts about the need to pass the bill. Likewise, many bills have passed out of committees and remain alive because the members of the committee hearing the bill feel that the bill deserves more discussion and consideration.

Here is an overview of some of the bills HFIA has testified on:

ADF/Deposit Beverage Bills

- HB 1062: Increases the maximum size of containers covered by the Glass Advance Disposal Fee (ADF) and Deposit Beverage Container (DBC) programs. The bill would result in wine, spirits, and milk being included in the DBC. It was deferred in the House Energy and Environment Committee. The DOH opposed the bill because it would alter the program too much and they are trying to address the concerns of the audit, which showed that the DOH handled the funds of the DBC program without sufficient safeguards and oversight.
- HB 900: Increases the ADF on glass containers from 1.5 cents to 3 cents for containers containing less than 12 ounces and increases the ADF to 6 cents for containers containing greater than 12 ounces. The bill, which the DOH supports, was deferred in the

House Energy Committee. The Senate passed out the companion to this bill, SB 1131. This bill goes to Ways and Means next.

HFIA testified in opposition to these bills because we feel that the DOH should have to answer to the numerous concerns outlined in their audit before they request more funds from consumers.

Minimum Wage Bills

- SB 331: Increases the minimum wage to \$8.75 starting 7/1/14, and to \$9.25 starting 7/1/15 and ending 6/30/16. The bill authorizes the Department of Labor and Industrial Relations to adjust the minimum hourly wage with CPI. The Senate Committee on Judiciary passed the bill out. The bill goes to Ways and Means next.
- HB 916: Increases the minimum wage to \$8.75 and ties it to CPI. The bill passed out of the House Committees on Labor and Economic Development. HB 916 goes to Finance next.
- HB 1028: A bill which would increase the hourly minimum wage to \$7.75 on 1/1/14, \$8.25 on 1/1/15, and \$8.75 on 1/1/16 also passed out of these committees and goes to the Finance Committee next.

HFIA testified in opposition to these bills. We are particularly opposed to tying the minimum wage to CPI, as that could cause a 30- to 40-cent increase in the minimum wage every year, regardless of the labor market.

Bag Fee Bill

- HB 357: Requires businesses to collect a 10-cent fee for each single-use checkout bag provided to customers. The bill allows businesses to retain a specified portion of fees, subject to income and general excise taxes. Businesses keep 20% of the fee for the first year and 10% going forward. HB 357 exempts participants in federally-approved nutrition assistance programs from the bag fee. The bill passed out of the House Committees on Environment and Consumer Protection and must go to Finance next.

HFIA testified with comments on this bill. If the purpose of this bill is to rectify the increase in grocery prices caused by the counties mandating a bag that cost 10 times what retailers were using prior to the bans, then a substantial amount of the funds assessed to consumers for forgetting to bring their reusable bags should go back to the grocers. Then grocers can recoup their lost costs and lower the price

of groceries. This bill takes almost all of the money assessed on consumers and gives it to the government for a purpose that has very little, if anything, to do with paper bags.

Pharmacy Bills

- HB 62: Prohibits a pharmacy benefits manager from using a patient's prescription drug benefits claim information to market to that patient the services of a preferred pharmacy network that is owned by the pharmacy benefits manager. This bill passed out of the House Health Committee and must go to the Consumer Protection Committee next.
- HB 65: Allows beneficiaries of prescription drug benefits providers to opt out of the requirement to purchase prescription drugs from a mail-order pharmacy and alternatively allows them to purchase prescription drugs from a retail pharmacy. This bill passed out of the Health Committee and must go to Consumer Protection/Judiciary next.
- SB 667: Requires a pharmacy benefits management company contracting with an auditing entity to submit an annual report to each group health plan consisting of specified types of information relating to providing prescription drug coverage. The bill requires a pharmacy benefits management company to provide pharmacies information regarding reimbursement methodology, calculation, and payment. SB 667 passed out of the Senate Committee on Health and must go to Judiciary next.

HFIA testified in support of these bills because consumers should have the right to choose their pharmacy.

Theft Bill

- SB 570: Would increase the threshold value of property or services from \$300 to \$750 under the offenses of theft in the second degree. The bill was held by the Judiciary Committee.

HFIA testified against this bill. Evidence shows that thieves purposely steal less than \$300 because they know how to manipulate the law. If the amount is increased, they will steal more from retailers.

Soda Tax

- The House Version of the Soda Tax did not get a hearing, so it is dead unless it is re-referred.
- The Senate version of the Soda Tax, SB 1085, was passed out of the Senate Health Committee and must go to Ways and Means next. The text reads as follows: Every distributor selling sugar-sweetened beverages in the State shall pay a fee that is hereby imposed at the following rates: (1) \$1.28 per gallon of bottled sugar-sweetened beverages sold or offered for sale to a retailer for sale in the State to a consumer; and (2) \$1.28 per gallon of sugar-sweetened beverage produced from syrup or powder sold or offered for sale to a retailer for sale in the State to a consumer, either as syrup or powder or as a sugar-sweetened beverage derived from that syrup or powder. The volume of sugar-sweetened beverage produced from syrup or powder shall be the largest volume resulting from use of the syrup or powder according to the manufacturer's instructions. (b) Any retailer that sells bottled sugar-sweetened beverages, syrup, or powder in the State to

a consumer, on which the fee imposed by this section has not been paid by a distributor, shall be liable for the fee imposed in subsection (a) at the time of sale to the consumer.

HFIA testified in opposition to this bill because it is unfair to blame obesity on the soda and sugary beverage industry. This bill will put companies out of business in Hawaii and increase unemployment.

Liquor Tax

- SB 645: Increases liquor taxes and designates a percentage of funds from liquor taxes to go toward community health centers. The bill passed the Senate Health Committee and goes to Ways and Means next. The amount of the increase is blanked out.

HFIA testified in opposition to this bill. Hawaii already has some of the highest liquor taxes in the nation.

Pseudoephedrine (PSE)

- SB 639: Would have made PSE prescription-only. The bill was deferred in the Senate Health Committee.

HFIA testified in opposition to this bill because we just implemented electronic tracking of PSE sales in January, and even law enforcement officials testified that this program is working very well in preventing illegal sales of PSE.

Aspartame

- SB 637: This bill would mandate a warning label be placed on all aspartame products. The bill passed the Senate Health Committee, and must pass the Consumer Protection Committee next.

HFIA testified in opposition to this bill because the FDA, numerous foreign and international regulatory agencies, and the National Cancer Institute have found that aspartame is not harmful.

Liquor License Fees

- HB 230: Authorizes the liquor commission to conduct and fund state and county alcohol abuse treatment and prevention activities, and allows liquor license fees to be used for those activities. The bill was deferred in the House Consumer Protection Committee.
- SB 442: The same as HB 230. The bill passed Public Safety and must go to Ways and Means now.

HFIA testified in opposition to this bill. This legislation would result in increased liquor license fees. Liquor license fees should only be used for purposes with a direct nexus to the fee.





Paid Sick Leave

- HB 6 and HB 406 would have required employers to provide a minimum amount of paid sick and safe leave to employees to care for themselves or a family member who is ill, needs medical care, or is a victim of domestic violence or stalking. Both bills were deferred in the House Committee on Labor and Public Employment.

HFIA testified in opposition to these bills because they prohibit employers from requiring reasonable documentation from their employees.

GMO Labeling

- SB 615: Mandatory labeling of all GMO fish and whole foods. The bill passed out of the Senate Environment Committee and must go to Ways and Means next.
- HB 174 HD 2: Imposes labeling requirements and import restrictions on imported genetically-engineered produce, but exempts Hawaii-grown produce. The bill passed out of the House Agriculture and Consumer Protection committees and must go to the Finance Committee next.

HFIA testified in opposition to these bills because this issue must be handled at the federal level. Hawaii's food demands are not large enough to force domestic and foreign food suppliers to meet these labeling requirements. As such, the cost will be borne by Hawaii's consumers.

Food Service Containers

- SB 620, SD1: Requires food service businesses to provide customers with an option to use compostable

or reusable food containers provided by the restaurant for food. A Sierra Club/Surfrider Foundation priority, this bill requires signs to be posted informing customers that compostable food containers are available at no extra cost and requires violators to pay a fine for repeated violations. The bill passed the Senate Environment and Consumer Protection Committees and must go to Ways and Means next.

- A bill that would have banned polystyrene food trays was deferred in committee, and is now dead.

HFIA opposed these bills because there is no reason to make food service businesses provide a much more costly item when the State of Hawaii has no composting facilities where these products can be composted. The items will be sent to H-power just the same as polystyrene.

Email Notifications

- SB 493: Requires businesses with customer card programs to notify customers in the event of a class 1 food, product, or merchandise recall, and makes a violation an unfair or deceptive act or practice issue. The Senate Committee on Consumer Protection deferred the measure until 2/26/13.

HFIA testified in opposition to this bill. Proponents do not understand that although retailers may have a loyalty card, it does not mean that they track purchasing information by customer. This would require a very sophisticated and costly technology upgrade. It is also an invasion of privacy for retailers to email their card members without consent. Many customers have multiple loyalty card memberships and will end up being spam mailed by all of them. ☹



Consumers Chime in on Organics

BY PHIL LEMPERT, THE SUPERMARKET GURU®

Recent and ongoing debates as to why consumers purchase organics prompted the Lempert Report to poll the SupermarketGuru consumer panel as to what motivates them to buy organics. Is it personal health, environmental health, or for the health of the farm workers, or something else that gets people purchasing the often more expensive product? Here's what the Lempert Report found out.

The recent Stanford meta analysis found that organics don't differ in vitamins and minerals from conventional produce but do vary in terms of pesticide residue. So will we see a decline in organic purchases if consumers are banking on organics providing more nutrition? Probably not, as the SupermarketGuru quick poll (which was completed before the Stanford study was released) found that six other reasons trumped nutrition:

- 78% buy organics to avoid pesticides
- 70% buy organics for the health of themselves and their family
- 63% buy organics to avoid additives
- 57% buy organics to support farmers/growers
- 51% buy organics because they feel they are good for the environment
- 47% buy organics because they support the principles that organics stand for

Forty-two percent purchase organics based on nutrition. To put the numbers in perspective, 61% of the panel buys

organic foods. How often? Moderately 40%, usually 21%, 17% always, and 22% rarely or never.

Although the plurality purchase organics moderately, 65% of the panel said that the presence of organics affects their choice of a primary supermarket, and nearly half (47%) wouldn't cut back on organic food if their food budget had to shrink.

Recent Stanford Study

If organics aren't healthier, why do shoppers still purchase them? While the modern organic farming movement was primarily born out of efforts to use agriculture practices that are gentler for the environment, many consumers agree to pay more for reasons that have gone further. One of those key perceptions—that organic products are more nutritious—has been challenged by results from a Stanford University study recently published in the journal, *Annals of Internal Medicine*.

Twelve researchers looked at 240 studies that were conducted from 1966 to 2011 and investigated nutrient and pesticide levels in both organic and conventionally grown fruits and vegetables. The results showed no significant differences in the nutritional profiles of both types. Specifically, when the researchers tested for Vitamins A, C, and E, they found little to no difference in organic versus conventional.

continued on page 10...



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CRISP LIKE AN APPLE. BREWED LIKE AN ALE.

Retail Food Inflation Projected to be Above Average in New Year

BY PHIL LEMPERT, THE SUPERMARKET GURU®



Looking ahead to 2013, retail food prices are projected by the USDA to rise as much as 4% as protein prices continue to escalate. If realized, that high-end 4% level would be over a full percentage point higher than both the previous five-year average retail inflation rate of 2.94% estimated by The Food Institute, as well as the prior 10-year average of 2.85%. Much of that increase is the result of higher beef and poultry prices that hit consumers in the latter part of the year. The largest increase the USDA portends, however, is for fresh vegetables, which the agency sees climbing as much as 5% this year, following price declines of a comparable amount in 2012. 🛒

...Consumers Chime in on Organics continued...

A recent SupermarketGuru quick poll shows that 46% of consumers who buy organics make these purchases because they feel they are more nutritious. And while this Stanford study has potential to dispel that belief, the 70% that cited a reason for purchasing organics being “the health of me and my family” are not completely off base if the belief is that the health benefit is in the absence of pesticides.

While the research at Stanford shows no nutritional differences, the results of the study do show a significant difference when it comes to pesticide residues. Detectable levels were found in 7% of organics and 38% of conventionally grown foods. Scientists speculate the pesticide residues in organics are coming from either residue in the soil or drift from other farms. (On a side note, some pesticides are allowed in organic farming. For more information, read *The Challenge of Disease Control in Organic Crops*.) The SupermarketGuru poll shows that “avoiding pesticides” is actually the number one motivator for buying organic with 78% citing this reason.

So is the debate actually about pesticides? This latest Stanford research showed that in only three of the studies, pesticide residues were higher than the maximum level allowed by the European Union in organic and conventional produce.

In a recent *Food, Nutrition & Science* article, a spokesperson for The Alliance for Food and Farming, a non-profit organization which represents organic and conventional farmers and farms of all sizes, emphasized that “the mere ‘presence’ of a pesticide does not mean that the food is

harmful.” To demonstrate this fact, the Alliance has provided a pesticide calculation tool, developed by Dr. Robert Krieger, toxicologist with the Personal Chemical Exposure Program at the University of California, Riverside, to see how many servings a man, woman, teen, or child could consume and still not have any adverse effects from pesticide residues. For example, a woman could consume 99,681 servings of carrots in one day without any effect, even if the carrots have the highest pesticide residue recorded for carrots by the USDA.

The Lempert Report supports empowering consumers with facts about the foods they purchase, and a largely publicized study such as this Stanford one has the potential to affect consumer perceptions of organics, clearing up any misconceptions about nutritional profiles. In an economic climate where in some markets, organic products are too expensive for many shoppers when compared to conventional ones, it is still important for Americans to consume fruits and vegetables and not avoid them for fear they are not safe. But as demonstrated in the SupermarketGuru quick poll, retailers must bear in mind that nutritional profiles may not be the only reason some shoppers are willing to pay more for organics.

Supermarkets that arm themselves with facts about organics, provide a store dietitian to guide consumers, and most importantly, get to know their shoppers and the things that are important to them when it comes to buying produce, will find themselves in a better position to support their customers’ needs. 🛒

Processed Foods & Eating Habits

BY JASON Y. KIMURA

The phrase “processed food” has an image problem these days. International Food Information Council (IFIC) data suggests that 43% of consumers have a negative view of processed foods, while only 18% have a positive view. Thirty-nine percent are somewhere in between. “It’s likely that consumers with a negative view of processed foods assume they’re all made in an industrial setting where fat, sodium, and artificial ingredients are added,” says registered dietitian Annette Maggi, RD, LD, FADA, in a *Food, Nutrition & Science* report. A Lempert Report featured nutritionist, Maggi is President of Annette Maggi & Associates, a nutrition marketing and communications consulting firm specializing in the interface between food manufacturers and retailers and nutrition and regulatory affairs.

However, Maggi notes, there isn’t a clear-cut definition of processed foods because the level of processing can vary greatly. Minimally processed foods such as bagged spinach and roasted nuts differ from vegetables that are frozen or canned to maintain freshness. Then there are heavily processed foods like microwaveable meals and frozen pizza.

On the plus side, processing can provide health benefits, Maggi points out. For example, vegetables that are flash frozen at the harvest location lock in a higher level of nutrients at the peak of growing. Processed foods have also helped increase the number of people consuming needed nutrients like vitamin A, several B vitamins, and iron when these have been added to foods, according to research published in the *Journal of Nutrition*. Food is also processed to ensure food safety, improve palatability, increase availability and variety, and add convenience. Maggi cites pasteurization—done since the late 1800s—as a classic



example of processing for food safety. The commercial cracking and grinding of grains makes it tremendously easier than doing it at home, which is how it was done in the old days.

However, some processed foods contribute significantly to the amount of sodium and saturated fats in American diets. Yet, even “clean label” products can be high in items that are not good for you. For example, potato chips may have only a few ingredients, but no one would consider them a health food. Ice creams can be all natural, but contain high amounts of fat and sugar. The point that Maggi makes is that foods cannot be lumped into a “bad” group just because they are processed, and neither can all clean label foods be considered good for you because of their lack of processing.

“Uneasiness with technology, low scientific literacy, and a limited connection between people and agriculture in the U.S. all contribute to consumers’ views on processed foods,” states Maggi. “Professionals knowledgeable in food production such as product development scientists, dietitians, and quality assurance professionals can help bridge these gaps by adding videos of food harvesting and production onto food company websites, highlighting where food comes from, using consumer-friendly terms to educate and explain where food comes from and how it is processed, and supporting local growers and agricultural causes.” There is growing concern that consumers are seeking to avoid all processed foods, she goes on to say, but many of these foods make significant contributions to healthy eating habits.

For more information, visit Annette Maggi’s website at annettemaggi.com. Follow her on twitter at @annettemaggi.



The App Review: Epicurious Recipes & Shopping List App

BY PHIL LEMPERT, THE SUPERMARKET GURU®



What it says it does: Get recipes from the award-winning food site Epicurious.com at your fingertips on your iPhone and iPad. Search more than 30,000 delicious, professionally created recipes from Bon Appetit, Gourmet, Self, and renowned chefs and cookbooks. Save your favorite recipes, and sync your Favorites list in the app with your online Recipe Box at Epicurious.com. You can also create shopping lists and email recipes and lists to yourself and friends. Plus, you'll get access to authoritative recipe reviews from Epicurious members.

What it actually does: the Epicurious app is like having a virtual cookbook at your fingertips that you can browse—the most popular featured recipe collections from Weeknight Dinners to Cool Cocktails. You can also search food and/or drink recipes by keyword or swipe through icons on the search screen to filter by what's in your fridge, what's healthy, what's in season, what holidays are coming up, and more. The app even provides an easy-to-use shopping list, allowing users to check items off as they shop.

How useful is the information for target audience?

The information is very useful for those interested in food and recipes. With so many recipes and recipe themes to choose from, users will never get bored. The instructions are easy to follow and ingredients simply spelled out. It's a great simple app for any type of cook.

Ease of use: Epicurious is easy to use, well organized, and there are plenty of recipes to browse. Most recipes have images, which makes picking what's for dinner or any meal that much more fun.

Who would best benefit from the app?

Recipe lovers, this is the app for you! Love cooking or just browsing food recipes? This is your app. User reviews make recipes even more user friendly as substitutions and additions are shared. 🛒



COST: FREE

RATING: 4 OF 5

MORE INFO: <https://itunes.apple.com/us/app/epicurious-recipes-shopping/id312101965?mt=8>

New Members

GRALEY MARKETING

PROFILE: Graley Marketing has been a leader within the retail food industry nationally for over 35 years, covering food manufacturing, importing, exporting, food marketing, merchandising, food brokerage, transportation, and point-of-purchase.

REASON FOR JOINING HFIA:

Expanding Graley Marketing's presence within the Hawaiian marketplace, owner Michael Graley wants to strategically integrate with retailers and wholesalers to "build long-term relationships that bring refreshing new business value."

UNIQUE TO THE COMPANY: Graley Marketing creates, builds and offers "new added value" opportunities within today's national brands. The company's relationship-driven approach from manufacturer to the retailer offers today's leading solutions covering grocery, frozen, deli, bakery, dairy, seafood, meat, produce, and specialty foods.

LOCATION AND SERVICE AREA: Statewide

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tive Advanced Mobile Website Builder, which integrates Wordpress blog, coupons, Facebook page, Poll, Google Checkout button, contact form, Paypal button, and video. The Advanced Mobile Website builder provides the business owner with a communication medium that many customers are using, such as social media. Also, by offering the option of multiple payment methods, the business owner can collect customers' information via the contact form. MMM can include a link to a video within the text message area, so when the link is clicked, it will play a promotional video of a product or service.



LOCATION AND SERVICE AREA: MMM's headquarters are located in Canton, Michigan and services are provided throughout North America and Hawaii.

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METRO MOBILE MARKETING, LLC

PROFILE: Metro Mobile Marketing, LLC (MMM) is a full service mobile marketing company that provides businesses with the most effective mobile marketing methods to acquire new customers, increase repeat business, grow memberships, send announcements, and reduce missed appointments. MMM uses mobile devices such as cell phones, iPads, and tablets to accomplish these methods, and provides services such as:

- Text coupons
- Mobile text messaging
- Developing mobile apps
- Creating a mobile optimized website
- Getting your business mobileready
- Self or fully managed mobile marketing solutions

REASON FOR JOINING HFIA: MMM is on the cutting edge of providing marketing solutions that help reduce cost associated with reaching a targeted audience. By collaborating with HFIA, MMM could help increase company revenue and gain repeat customers. Joining HFIA is a great networking opportunity in conjunction with forming a new business relationship within the food industry. HFIA members can receive MMM services at 20-50% savings off of regular rates.

UNIQUE TO THE COMPANY: MMM offers an innova-



Capt. Donald Sanders

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New Members

N&K CPAS

PROFILE: N&K CPAs will celebrate its 40th anniversary in 2013. Founded in 1973 with a staff of nine people, the firm has become one of the largest CPA firms in the State of Hawaii with 60 staff members, including 50 locally-based professionals, 31 CPAs, and six principals. On the 2012 *Pacific Business News* list of national and local CPA firms on Oahu, N&K is ranked fourth.



The five major divisions in the firm are Audit Services, Tax Services, Management Consulting, Information Technology, and Administrative Services. A full-service accounting firm serving approximately 1,500 clients, N&K CPAs provide services to clients ranging from small to large commercial businesses, nonprofit organizations, government entities, and individuals. Services fall into three major areas: Business Health Services, Business Growth Services, and Services to Individuals. Business Health Services offer compliance services, including audit, review, compilations, business tax return preparations, planning, information technology, and human resources. Business Growth Services are the special services performed to help clients grow and prosper, including business consulting, strategic and business planning, internal auditing, and sales coaching and training. Services to Individuals include individual tax return preparation and planning, estate tax planning and preparation, and business succession planning.

REASON FOR JOINING HFIA: HFIA member Larry Ishii of American Savings Bank spoke to N&K CPAs Managing Principal Alton Miyashiro about joining HFIA. Since the firm has clients in the industry, Miyashiro thought it would be a good idea to join HFIA to better serve these clients.

UNIQUE TO THE COMPANY: N&K CPAs was a Best Places to Work awardee in 2012. The company has won the Hawaii Business Magazine award six times in all. Not many companies of any type can boast perks like a massage therapist, flexible hours, and a parking allowance. For exemplary behavior, the accounting firm awards "N&K Bucks," which can be redeemed for items like gift certificates. An Employee Appreciation week is also held with fun activities. Perks aside, what really keeps people happy is that they are nurtured to reach their full potential from the time they walk in the door, and the company has the perfect balance of help when needed and flexibility to promote independence and professional development. Everyone has a coach or a mentor, and a buddy system gives new hires a person to teach them the ropes. They look to hire people who have integrity, are trustworthy and share the company's core values. Thirty-five percent of the firm's staff have been there for at least 10 years. N&K was also the only CPA firm from Hawaii to be recognized in *Accounting Today's* top 100 accounting firms in the nation last year.

LOCATION & SERVICE AREA: ASB Tower, 1001 Bishop Street, Suite 1700; Honolulu, Hawaii, 96813. Service area: Statewide

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THE TEA CHEST

PROFILE: The Tea Chest has pioneered sales of gourmet tea in Hawaii since opening in 1995. At the time, there was no full time tea company in Hawaii serving the needs of the industry. The Tea Chest revolutionized product availability and selection, equipment support, education, and service. In 2004, the company's Original Blend Nilgiri Iced Tea was selected "Best Iced Tea in America" in the first national tea tasting competition sponsored by the U.S. Tea Association. The Tea Chest has been recognized for using organic-certified, natural, and local ingredients in addition to its support of sustainable agricultural practices, including Fair Trade certification. The company and its products have also been featured in national publications, including *Gourmet Magazine*, *Hawaii Magazine*, and *Business Week*.



It has always been The Tea Chest's aim to create flavors that distinctly represent Hawaii—everyday pleasures people grow up with in the Islands. The company selects ingredients that support this mission and even works with local farmers to cultivate and process local ingredients. Byron Goo, Blend Master for The Tea Chest, regularly conducts training sessions for industry professionals and

teaches classes on specialty tea at community colleges around the state. He is also a founding member of the Hawaii Tea Society.

REASON FOR JOINING HFIA: The Tea Chest is interested in networking with people who value the people, companies, and traditions that make up the Hawaii food industry.

UNIQUE TO THE COMPANY: The Tea Chest was one of the first certified organic manufacturing companies in the state.

LOCATION & SERVICE AREA: 80 Sand Island Access Road #203; Honolulu, HI 96819. Service Area: Statewide

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Facebook: [TeaChestHawaii](https://www.facebook.com/TeaChestHawaii); Pinterest: [TeachestHI](https://www.pinterest.com/TeachestHI) 🛒

Buy Hawaii, Give Aloha!

BY JASON Y. KIMURA

On November 21, just before Black Friday 2012, Governor Neil Abercrombie held a TV press conference to unveil his “Buy Hawaii, Give Aloha!” campaign to urge residents to buy and give locally made products during the holiday season. Many HFIA members participated in the publicity event by bringing made-in-Hawaii products, which covered the governor’s desk and made his office a veritable showroom of what Hawaii entrepreneurs have to offer the world. The Buy Hawaii, Give Aloha! campaign is an initiative of the Department of Business, Economic Development & Tourism (DBEDT) Business Development and Support Division.

The Governor made his announcement amidst a cornucopia of Hawaii-made products, which included:

- Specialty food and gift products—many of which are found only in Hawaii
- Sporting goods, from surfboards to dive wear, and wet suits to rash guards
- Cosmetics and nutraceuticals derived from Hawaii’s ocean and botanical resources
- Agricultural products, such as candies, flowers, and coffee

Other products included casual wear and accessories, jewelry, and music CDs by local artists.

The governor also announced “Buy Hawaii, Give Aloha!” initiatives to increase the export of Hawaii’s products during 2013, made possible through a grant from the U.S. Small Business Administration. This included an extensive “Hawaii Pavilion” at the January JFW International Fashion Fair, the largest fashion trade show in Japan. In August, Hawaii will also be represented at the Hong Kong Natural Products Show, and in September at the Made in Hawaii Pavilion at the Tokyo International Gift Show, the largest shows of their kind in Asia. DBEDT’s Business Development and Support Division coordinates and plans international efforts, targeting food, fashion, and gift industry trade shows primarily in Japan and Korea. Locally, an Entrepreneur’s Day at the Capitol was held on March 6 to demonstrate to legislators and decision-makers the importance of entrepreneurs to Hawaii’s economy—and to show the faces behind the products.

In addition, the governor announced that October 2013 will be “Hawaii Fashion Month,” when local merchants will be encouraged to celebrate made-in-Hawaii fashions. Finally, the governor voiced his intention to revive the “Governor’s Fashion Awards” to help stimulate the garment and jewelry industries in Hawaii.

“Buy Hawaii, Give Aloha!” partners include the U.S. Small Business Administration, the Hawaii Fashion Incubator, HFIA’s Made-In-Hawaii Festival, the Hawaii Book Publishers Association, and the Hawaii Association of Recording Artists.



HFIA Executive Director Lauren Zirbel with Made in Hawaii Festival Director Amy Hammond.




Governor Neil Abercrombie with a table overflowing with products made in Hawaii.

“The priority is to increase exports of Hawaii products,” emphasized Dennis Ling, Director of Marketing of DBEDT’s Business Development and Support Division. “The Buy Hawaii, Give Aloha! campaign is designed to establish local

buy-in.” There has to be local buy-in, says Ling, to influence the visitor market; that is, as more local people buy and believe in local products, the visitor market will pick up on it. “If we continue the momentum of local brands held in high esteem, then it will translate into exports.”

For more information on programs, business loans, and activities, or to contact DBEDT’s Business Development and Support Division, visit www.invest.hawaii.gov. You can also sign up for announcements for upcoming events and activities on the website. 🛒

Happy Easter



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New Products REVIEW

BY JASON Y. KIMURA

It's no wonder we feel that the pace of life is ever increasing. Everything in the world keeps changing at an amazing pace. Food and beverage products are no exception. In this issue of *Hawaii Retail Grocer*, we take a look at some of these new entries to the marketplace.

Take the ubiquitous olive, for example. It's not so long ago that the only choice of olives that the consumer could get at a typical supermarket was limited to a tin or a bottle of the salty condiment in very limited varieties. Now they come in pouches and ready packs—and in seemingly countless gourmet flavors. Or how about Twisted Shottz—mixed bar drinks like Rattlesnake and Porn Star that come packaged and ready to serve as party starters? But perhaps you might prefer something that takes you back to a memory from long ago....



May's Local Boy Sliced Pork Takes You Back

Our first featured new product is actually old—or perhaps nostalgic is a better word. Remember the onolicious pork sandwiches that once could be found in now long-gone local drive-ins? Well, you don't have to wait for those local eateries to come back—they probably won't anyway. Instead, head over to your supermarket and pick up a pack of May's Local Boy Sliced Pork and make your own backyard barbecue memories.

May's product development team—consisting of Executive Chef Ryan Day, Product Manager Gerald Hiyane, and Quality Assurance Technician Veronika Olsen of Palama Holdings LLC—became obsessed with capturing the essence of the original marinated pork sandwiches you could find at certain

local drive-ins. There was no recipe to go by, but with the help of the collective memories of the long-time locals at Palama, the team nailed the flavor, texture, and juiciness of what can be a very elusive sensory memory. Just slap a generous portion of May's Local Boy Sliced Pork between buns with some mayo, and you will be transported back some 40 or 50 years in time as you savor the complex flavors of the secret sauce, which has touches of garlic and ginger with a subtle sweetness. Like saimin and manapua, May's Local Boy Sliced Pork is a true classic born right here in Hawaii from a blend of our many cultures—and now brought back to life under the May's Hawaii label.

Scheduled to be released in March, May's Local Boy Sliced Pork can be cooked on the grill or stovetop. It should

come with a warning—once you start eating it, it's hard to stop. Producing quality meat products since 1951, May's Hawaii's other offerings include kalua pork, teri beef patties, teri chicken thighs, kalbi short ribs, chicken katsu, and char sui chicken, which has a newly improved recipe as of last year.

Palama Holdings LLC is a food manufacturing and distribution company with roots dating back to 1952 when the Palama Meat Company was established. The company became Palama Holdings LLC after acquiring a number of companies and food brands, including May's Hawaii, Hawaii Gourmet, Palama Meat Company, and Hawaiian Warrior Beef Jerky. In the early 2000s, Palama Holdings LLC moved to Kapolei and built a specially designed HACCP facility to manufacture its products and store other products which it distributes.



Places you can purchase Local Boy Sliced Pork weren't yet released as of this writing, but it's sure to be available at a supermarket near you. For more information about Local Boy Sliced Pork and other Palama Holdings LLC products, contact Gary Hanagami at ghanagami@palamameat.com.

Char Sui Pork: a Pacific Gem

Speaking of pork, Pocino Foods Company has introduced a classic Chinese favorite. The packaging says "Pacific Gem Barbecue Seasoned Pork," but folks in Hawaii know it as char sui. The Pocino pork comes fully cooked—just heat and serve—just like the char sui we're used to buying in the islands. Company literature says they're "following trends," but here in Hawaii, char sui has been pretty much a mainstay. While mainlanders may need suggestions

on how to use char sui, locals know that it can be put in stir fries, fried rice, or just eaten just as a pupu or side.

Marketed under the brand, "Pacific Gem," premium cuts of pork shoulder are marinated in Pocino's "authentic hoisin-based char sui sauce" and slow cooked. Pocino recently renovated its facilities with an \$8 million plant enhancement and expansion to position the company for further leadership and innovation in



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the prepared meat business. In Hawaii, Pacific Gem Barbeque Seasoned Pork is available at Foodland.

Since first opening its store in 1933, The Pocino Foods Company has been supplying premium prepared ethnic meats for the foodservice and retail industry. Three generations of the Pocino family have continuously passed down

the tradition and expertise in creating these quality products. Pocino Foods premium meat selections are sold under Pocino, Pocino Naturals, Smoke Bar, and Que Rico. For more information about Pacific Gem Barbeque Seasoned Pork, contact Michael Graley of Graley Marketing at Graley_mktg@verizon.net or at 562-947-8648.

Beans, Rice and Other Grains

Beans are a staple in many parts of the world, and maybe in your household too. Beans were one of the earliest cultivated crops. About 30 million pounds are grown in the U.S. every year, although they are not a native crop. Most bean varieties originated in Africa, Asia, and the Middle East, and were brought to the U.S. by nomadic tribes who crossed the Bearing Strait into Alaska. Some of the world's most flavorful, nutritious, and best dry beans are produced in the United States.

When buying beans, consider C & F Foods, Inc.'s brand of beans—and peas, rice, and popcorn too. Some of these quality products are coming to a grocery shelf near you. After being harvested and cleaned at warehouses, C & F Foods recleans them again and packs them into consumer-size packages that appear on grocers' shelves.

Whether navy beans, red beans, white beans, pearl barley, or peas are your fancy, consider C & F Foods—a privately held, family owned and operated company that controls every step in the production process for quality. The company is a



major originator, packer, distributor, and exporter of the aforementioned products and supplies the retail, food service, canning, and frozen food manufacturing industries nationwide and internationally.

In addition to conventional and organic dried beans, C & F Foods offers legumes, popcorn, and rice (long grain, brown, basmati, jasmine, instant, par boiled, boil-in-bag, and retort); couscous and ancient grains (quinoa, amaranth, chia seed, *etc.*); and rice blends with seasonings (conventional, all-natural and organic).

C & F Foods, Inc. was founded in 1975 and was originally located in a 5,000 square foot facility in Southern California. Experiencing tremendous growth, the company now has 700,000 square feet of production capacity nationwide. C & F Foods ships over 350,000,000 pounds of agricultural food products per year.

For more information, visit www.cnf-foods.com. For product availability, contact Michael Graley of Graley Marketing at Graley_mktg@verizon.net or at 562-947-8648.



Olive Pouches are the STAR of On-The-Go Snacks

No longer are you limited to black or green olives. Gourmet olives are a trend, so it's no coincidence that our new product review includes olive offerings from two companies. The first of these is STAR Olive Pouches from Star Fine Foods. "The Olive Pouches are a convenient way to enjoy a healthy, delicious, on-the-go snack that is low in calories, cholesterol, and gluten free," says Crystal Moritz of Borges USA-STAR Fine Foods. "This is the perfect thing people can take with them for a snack on a hike or to the beach for a picnic." The pouches are resealable and contain five servings each.

STAR Olive Pouches come in five flavors: Olives Seasoned with Provencal Herbs; Olives Seasoned with Basil; Ripe Olives Medium Pitted (black); Olives Stuffed with Minced Pimiento (green); and Manzanilla Olives Pitted (green). You're familiar with the deliciousness of premium Spanish black and green olives, but for

something new, try the Olives Seasoned with Provencal Herbs pouch. These are the green manzanilla olives with a blend of Provencal herbs, the traditional blend of aromatic herbs from the region of Provence, France. Try also Olives Seasoned with Basil. The sweet and somewhat tangy herb is added to manzanilla olives which are very lightly coated with oil.

STAR Fine Foods traces its roots back to 1898 in San Francisco when the Giurlani family started importing and distributing olive oil under the STAR brand. "STAR" was chosen as the brand name to show their American patriotism. Over the years, other products were added, including balsamic and wine vinegars, olives, peppers, and capers. STAR is currently the number one selling brand of olive oil, wine vinegar, and Spanish green olives in retail grocery stores in the Western United States and is growing in distribution in the rest of the country. STAR Fine Foods was acquired by Borges in 1995. You can find STAR Olive Pouches at Hawaii Safeway stores.

For more information about STAR Olive Pouches, contact Crystal Moritz, Executive Assistant to Marketing, Borges USA – STAR Fine Foods, at cmortiz@borgesusa.com or at 559-498-2965.

Ready with Ready Pack Olives & Antipasti

Convenience is the word when it comes to DeLallo Ready Pack Olives & Antipasti. DeLallo sells their products in different sized packaging. What's new are 12 of the company's top selling olives and antipasti in convenient "Ready Packs." DeLallo's Ready Pack Olives and Antipasti offer a taste of the Mediterranean with a vibrant selection of grab-and-go gourmet flavors.

DeLallo olives and antipasti are sourced from all over the world and are carefully packed in 7 oz. to 8 oz. crisp, clear containers to enhance the consumer's fresh, deli experience. The selections are perfect for pairing with specialty meats and cheeses, incorporating into Mediterranean-inspired dishes, or presenting as a simple, ready-to-serve antipasto.

Resealable DeLallo Ready Packs are perfect for parties. You don't even have to figure out the meat/cheese/wine pairings for your party. Each package includes a QR code to recipes and pairings. If you are a retailer, Ready Packs are a great way to cross-merchandise directly with specialty cheeses, cured meats, deli crackers, and crisps.

The grab-and-go aspect may become a new consumer category: packaged olives and antipasti without a self-serve bar—call it gourmet convenience. Ready Pack selections include:

- Olive Medley. California green olives, Jumbo Calamata olives, and Mammoth Black Greek Olives. (Try pairing with parmigiano-reggiano & chardonnay)
- Blue Cheese Stuffed Olives. (Pair with pears and sherry)
- Seasoned Olives Gigante. (Try with sharp provolone and white merlot)
- Mammoth Black Greek Olives. (With kasseri cheese & garnacha)
- Piccante Green Pitted Olives. (Serve with extra sharp cheddar & cabernet franc)
- Extra Large Pitted Calamata Seasoned Olives. (Delicious with feta & pinot noir)
- Italian Aglio Green Pitted. (Try with aged farmhouse cheddar & periquita)

The George DeLallo Company was founded with the goal of

offering authentic Italian foods. In the mid-1940s, George DeLallo began selling Italian grocery items door-to-door in the immigrant neighborhoods of western Pennsylvania. In 1954, he and his wife Madeline established a grocery store in Jeannette, Pennsylvania, which specialized in authentic Italian foods. Soon after, they began to develop and sell traditional Italian products under the DeLallo name. As the years progressed, the retail and wholesale businesses grew. In the 1980s, DeLallo pioneered the



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retail and wholesale businesses grew. In the 1980s, DeLallo pioneered the olive and antipasti bar concept, which has become a staple in grocery stores around the U.S. and has revolutionized the American consumer's experience of table olives and antipasti. Today, DeLallo's original Jeannette retail store remains a part of the community and DeLallo products are distributed throughout the country. The DeLallo label is found on traditional Italian grocery



items such as olive oil, pasta, vinegars and tomatoes, and a complete line of cured olives and antipasti.

Visit www.delallo.com for articles, videos, and recipes. Learn how olives are grown and cured; identify a real Calamata olive; get great ideas for wine, cheese and olive pairings; and more. DeLallo Ready Pack Olives and Antipasti can be found at Foodland. For more information about DeLallo products, contact Michael Graley of Graley Marketing at Graley_mktg@verizon.net or at 562-947-8648.



Twisted Offerings, Plus Some Milk & Honey

Speaking of pupu and parties, consider a slew of party starters and other spirits from Independent Distillers USA, the world's fourth largest ready-to-drink (RTD) producer. Last year, the company was awarded the prestigious Impact 2011 Hot Prospect Brand Award for their Twisted Shotz brand.

Twisted Shotz are bartender-quality mixed drinks served in innovative, collectable, two-sided shot glasses with two flavored spirits kept separate until they are mixed for the first time in your mouth. With a focus on popular shot drinks available in bars, the brand has hit a sweet spot for its consumer demographic of 21-to 45-year-old male and female drinkers who are looking for a way to get a party started.

The company's initial launch of Twisted Shotz in 2010 included some of the most popular shot drinks found in bars, including Sex on the Beach (Banana and Pear Liqueur & Cream Liqueur); Rattlesnake (Mexican Tequila & Lime Liqueur); Porn Star (Blue Curacao & Raspberry Schnapps); Strawberry Sundae (Strawberry Liqueur & Vanilla Cream Liqueur); Buttery Nipple (Butterscotch Liqueur & Vanilla Cream Liqueur); and B-52 (Orange Liqueur and Coffee Cream Liqueur). With over 7 million Shotz sold in the first year, Independent Distillers added the Twisted Shotz Party Pack, a 12-pack that includes three each of the five top Shotz flavors in 2011. By year's end, with demand rising, the company jumped into the "whipped" category with Whipped Orange (Whipped Cream Vodka & Orange Cream Liqueur) and Miami Vice (Strawberry Daiquiri & Pina Colada).

In 2012, they got into the "cinnamon and honey" category with Hot Licks (Bourbon & Cinnamon Liqueur) and Killer Bee (Bourbon & Honey Liqueur). With the whipped drinks doing well, Whipped Cherry (Whipped Cream Vodka with Chocolate Cream Liqueur) and Whipped Chocolate (Whipped Cream Vodka with Cherry Cream Liqueur) were added.

Also in 2012, Independent Distillers launched another new product, Naughty Cow. It's a chocolate milk for grownups,

some like to say. Naughty Cow is made with vodka and real cream processed with a special milk processing technique that creates a velvety smooth and rich chocolate flavor. "The chocolate/vanilla alcohol beverage segment has exploded from 600,000 cases in 2009 to a current estimate of 2,600,000 cases," said Peter Heyworth, VP of Marketing at Independent Distillers USA, last year. "Naughty Cow's entry into this hot category delivers quality and premium taste to consumers, along with high margins and a price advantage for retailers over other competing products."

Headquartered just outside of Melbourne, Australia, Independent Distillers is a part of Asahi Group Holdings Ltd. The company has operations in New Zealand, Australia, the United States, and Canada, in addition to an export business servicing over 25 countries around the globe. Since its establishment in 1987, the company has been at the forefront of innovation and development of RTDs in both New Zealand and Australia and owns some of the largest and unique brands in the RTD market.

Another type of flavored drink is also enjoying a strong market trend: flavored whiskies. According to market stats, flavored whiskies are the fastest growing spirits category in the U.S.—up 125%. Enter Dewar's Highlander Honey. Distilled Scottish heather honey is infused into the original Dewar's White Label Blended Scotch whiskey. Enjoy Dewar's Highlander Honey on the rocks or mixed with cola.

For more information about Independent Distiller USA products and Dewar's Highlander Honey, contact Christa Wittmier, Sr. Marketing Director at Young's Market. Wittmier can be reached at 676-6111 or at cwittmie@younsmarket.com.



Spirited Away

If flavored drinks are not your thing and you're looking for pure, unadulterated whiskey, then try the new Jack Daniels Unaged Tennessee Rye or Woodford Reserve Double Oaked bourbon.



For over a hundred years, Jack Daniels has used the same grain recipe in all of their products regardless of the family of brand member. Each whiskey had the same percentages of corn, malted barley, and rye. As the company contemplated offering a different recipe, they decided that increasing the percentage of rye would be the most interesting choice, since the traditional recipe was very low in it. The result is Jack Daniels Unaged Tennessee Rye, the first new grain recipe in a hundred years—perhaps forever.

A flavorful grain, rye tends to be bold, spicy, and peppery when used in small quantities, but when it becomes the predominant grain, it surprisingly comes across as a little bit sweet. When a heavy amount of rye is fermented, you'd expect it to be peppery or spicy, but it's a bit more fruity than expected. With a lot of flavor on the body of the tongue and a light tingle at the tip, Jack Daniels Unaged Tennessee Rye is a very interesting whiskey and one that is a must try.

If you are a fan of Woodford Reserve bourbon—or enjoy

fine bourbon in general—then try Woodford Reserve Double Oaked, a new bourbon released last year. It starts with the standard Woodford Reserve—distilled in copper pots and column stills and aged in heavily charred white oak barrels. The whiskey is then put in a second, lightly charred barrel for about nine months of additional aging. The different preparation of the wood is designed to greatly impact the flavor of the finished product.

According to a review by Geoffrey Kleinman of the Drink Spirits website, “Woodford Reserve Double Oaked is phenomenal. From the nose it's clear you're smelling something special. ...What jumps out is honey and big spice with deep cinnamon, clove, and oak. As it opens, you get deep honey notes, vanilla, cinnamon, clove, and marzipan. The flavors here are immensely deep, rich, and lush. The finish is super long and thick without any harshness or burn.” He states further that Woodford Reserve Double Oaked is “extraordinarily accessible,” even for the whiskey novice.

For more information about Jack Daniels Unaged Tennessee Rye and Woodford Reserve Double Oaked, contact Christa Wittmier, Sr. Marketing Director at Young's Market. Wittmier can be reached at 676-6111 or at cwittmie@younsmarket.com.



Set Your Dessert Table with The Father's Table



Food and drink offerings can only be complete with a selection of decadent desserts. The Father's Table classic cheesecakes and cake rolls filled with island flavors like guava, mango, and tart lemon—plus tiramisu—are coming to Hawaii.

Baked from scratch using the richest cream cheese, farm-fresh eggs, natural vanilla, and real sour cream,

the cheesecakes come in a variety of flavors, including New York, Strawberry Swirl, Caramel Turtle, and Fudge Brownie. The rolls are made of a sponge type cake rolled with fruit and other fillings. These decadent desserts are sinfully delicious, but there's one thing you don't have to feel guilty about when indulging in The Father's Table treats: 50% of the profits go to The Father's Table Foundation, a non-profit organization that provides financial support to women's and children's charity groups worldwide.

A privately owned, national dessert manufacturer located in Sanford, Florida, The Father's Table was established to provide ongoing funding for The Father's Table Foundation. The cornerstone of its mission is to “Share the Bounty of Life” with the less fortunate, and to strive to achieve this mission by providing “delicious, value-added ‘everyday desserts’ that bring family and friends together daily.”

The company began in 1998 in a Daytona Beach bakery, and with rapid growth and success, became the number one branded cheesecake in the in-store

bakery. The Father's Table also expanded its product line to other desserts and into foodservice, convenience stores, and school food programs. To maintain high standards, the company is audited annually both by the American Institute of Baking—from which it continually receives Superior ratings—and the U.S. Military. The Father's Table has also received OUD Kosher certification for its products.

Started in 1984, The Father's Table Foundation was created with a vision “to glorify God by doing His work in helping to meet the immediate needs of women and children worldwide and to equip them to be able to meet their future needs.” Since its formal founding in 1998, the Foundation has been able to support homes and schools for children, fund medical and dental clinics, water and nutritional projects, and poverty lending programs. The Foundation has also benefited women and children worldwide by assisting families in medical, nutritional, and financial crisis, providing housing and social reconstruction in war-torn countries, and helping with emergency relief in disasters.

For more information about The Father's Table products, contact Michael Graley of Graley Marketing at Graley_mktg@verizon.net or at 562-947-8648.



The Comforts of Gelatins and Puddings

For some lighter sweets, try Raymundo's gelatins and puddings. The number one private label manufacturer of gelatins and puddings with 14 brands, Raymundo's is the third largest and fastest growing gelatin company in the U.S. You may not have heard of the company before, because the products have been sold to the foodservice industry. Now they're being launched at retail stores in Hawaii.

Raymundo's has been family owned and operated under its current name since 1997, but began in the 1970s as an associate company to Winky, and led the development of individual, ready-to-eat gelatins and puddings. In 2005, Raymundo's opened a 25,000 square foot plant. Due to its rapid growth, an 84,000 square foot facility with state-of-the-art equipment was opened last year.



For more information about Raymundo's gelatins and puddings, contact Michael Graley of Graley Marketing at Graley_mktg@verizon.net or at 562-947-8648.

AXE, Dove, Vaseline

If you overindulge with some or all of the new foods and alcoholic beverages, the following new products from Unilever won't do much for your waistline or a hangover, but they can do wonders for your skin.

AXE® is expanding its grooming portfolio with the launch of AXE® Face, a brand new range of products designed to help guys score with their faces. The new AXE® Face line is designed to help keep men look good all day long with skin that looks and feels smooth. In the range are AXE Chilled (icy cool ingredients to refresh the skin), Shield (gel hydration), Boost (micro-beads to energize skin), and Controil (exfoliating scrub for oily skin). There's also AXE Face Wash, Shave Gel, and Hydrator in the Face range.



The company has also introduced AXE Apollo, which began appearing in U.S. stores last month. AXE Apollo is a scented line across a variety of grooming products, including body spray, deodorant, shower gel, and shampoo. To promote the product line, the brand will send people out of this world—literally. AXE has contracted with the Space Expedition Corporation, which will offer commercial flights on a suborbital space plane in 2014. The AXE Apollo Sweepstakes will be promoted in 60 countries. Contestants must complete an astronaut profile describing why they should be chosen. Approximately a hundred finalists will be sent to a space camp, from which 21 winners will be chosen. A 22nd ticket will be awarded to a U.S. resident. To enter, visit AxeApollo.com.

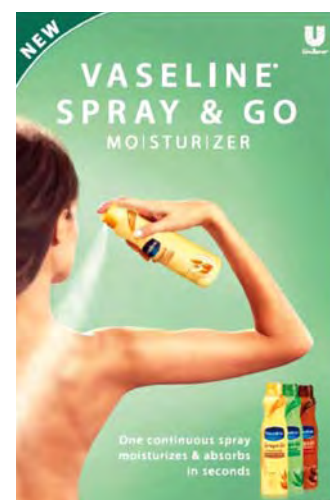
According to research, almost half of U.S. men never use face wash (46%), or a face moisturizer (46%), even though most acknowledge that as they get older, their skin needs more

attention and takes longer to recover. The Dove® brand is introducing the DOVE® MEN + CARE® Face Range, a full skincare line for men. Dove body and face washes come in seven different varieties: Clean Comfort, Odor Guard, Aqua Impact, Clean Defense, Deep Clean, Fresh Awake, and Extra Fresh. The Face Range line is designed to care for men's skin in three steps—cleanse, shave, finish—to address dryness, sensitive skin, looking tired, blocked pores or blemishes, and oily skin. For your hair there's Dove® Men+Care™ Advanced Hair Solutions, which is designed to fortify and strengthen hair. The formula, which is infused with caffeine, helps strengthen hair and makes it look thicker.

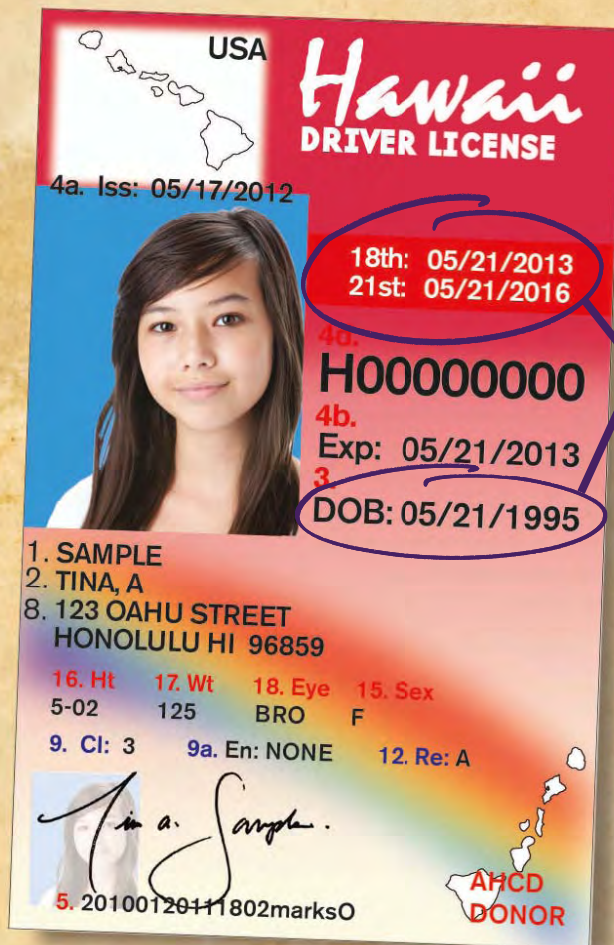


There's something for women too. Many women skip an every day body lotion because it takes too long to apply and absorb. Not so with Vaseline® Spray and Go Moisturizer, a spray lotion that moisturizes and absorbs in seconds so women can put their clothes right on and get on with the day. The 360 continuous spray motion helps to cover arms, legs, and body in seconds and isn't sticky or greasy. Fragrance includes citrus, floral, and powdery notes.

For more information about new AXE, Dove, and Vaseline products, contact Rahn Ogino, Grocery-Team Leader at Advantage Webco Hawaii at 839-4551, ext. 203. 🛒



PREVENT TOBACCO SALES TO MINORS



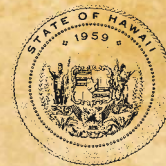
1 ALWAYS Ask for ID!

2 Check Birthday
(If born in 1995, customer turns 18 this year)

3 Verify Age

Do Not Sell Tobacco Products
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(808) 586-4613 or e-mail tobacco2@doh.hawaii.gov

DOT...DOT...DOT...

A Collection of Local & National News & Views BY LAUREN ZIRBEL

DID YOU KNOW... Steve Burd, who joined Safeway 20 years ago as president and became CEO shortly thereafter, plans to retire in May. Burd, who is also chairman, says he will help search for a successor. The company will consider internal and external candidates. (*The Wall Street Journal*)

STUDY SEES BENEFITS IN SMALL, FREQUENT MEALS...



Researchers in France found study participants who ate four small breakfasts consumed fewer calories later in the day compared to those who ate a single breakfast. In the study, 20 men were presented with a buffet lunch after either eating breakfast at one sitting or eating the same amount of food, but spread over four eating sessions. (*National Public Radio/The Salt Blog*)



DID YOU HEAR... While the economic downturn has affected consumer spending across many sectors, craft and craft-style beers are defying recessionary trends with an impressive upward trajectory. Indeed, the latest research by Mintel on the craft beer market in the United States shows that sales nearly doubled between 2007 and 2012, increasing from \$5.7 billion in 2007 to \$12 billion in 2012. (*NACS*)

CONAGRA TO PURCHASE STORE-BRAND FOOD-MAKER RALCORP... ConAgra Foods said it will pay \$90 a share for packaged food producer Ralcorp Holdings to create the biggest maker of store brand food in the United States. ConAgra has been pursuing the takeover since March 2011. (*Reuters*)

REPORT: GROCERY PURCHASES REFLECT DIETARY SHORTFALLS... A report that examines U.S. food purchases found that consumers are not meeting federal dietary guidelines, and the healthfulness of the average shopping



basket did not improve between 1998 and 2006. The study found that shoppers are not buying enough fruits, vegetables, and foods with whole grains. (*Progressive Grocer*)

COCA-COLA INVESTS IN MAKER OF NUTRITIONAL DRINKS... Coca-Cola and dairy cooperative Select Milk Producers have acquired stakes in the maker of Core Power protein drinks, as the soda giant seeks a better position in the milk-based beverage market. The partnership creates Fair Oaks Farms Brands. (*Consumer Goods Technology News*)

ANHEUSER-BUSCH INBEV OFFICIALLY LAUNCHES BUD LIGHT PLATINUM IN CANADA... Labatt Breweries of Canada marketing vice president Jorn Socquet said the launch of Bud Light Platinum in Canada is the newest addition to the growing Bud Light family and one that will deliver a new premium drinking experience for Canadians. "It has differentiated packaging, including a distinctive, large, cobalt blue glass bottle that looks and feels like nothing else on the market," Socquet added. Available nationally at select retailers, Bud Light Platinum is now sold in 650ml glass bottles, 355ml cans, and 355ml aluminum bottles. Launched in 2012 in the U.S., Bud Light Platinum claimed over one percent of the country's market share by the end of the year. (*GMA StartBrief*)

The Future of Marketing is Mobile

BY JASON Y. KIMURA

Imagine this: A potential customer sees a five digit number in your circular offering an exclusive deal. When they text to that number (*lots* of people do), they receive a return message with a virtual coupon—say, a free gallon of milk with a \$20 purchase. Their cell number is now entered (with their permission) into a database that you can use to text future offers. The customer comes into the store to make their purchases and the cashier scans the virtual coupon the customer has saved on his or her smartphone. It doesn't stop there. You build a mobile website where customers can download your store's mobile app to their smartphones so they can view your latest ads on mobile devices and take advantage of in-app deals.

Welcome to mobile marketing, which can be defined as using cell phones, iPads, or other interactive wireless technologies to provide customers with timely, location-sensitive, personalized information that promotes goods, services, or ideas, and generates value for everyone. One of the hottest marketing trends today, mobile marketing is a must do for suppliers and retailers.

But wait, you say. Where do you begin? That's where Metro Mobile Marketing, LLC, comes in. The Canton, a Michigan-based company offers mobile marketing solutions using state-of-the-art technology and cutting edge know-how to help companies grow their businesses by acquiring new customers, increasing repeat business, growing memberships, sending announcements, and reducing missed appointments. HFIA has partnered with Metro Mobile Marketing (which has become a new HFIA member) to offer their services to members at 20 to 50% savings off of regular rates.

A full service mobile marketing company, Metro Mobile Marketing, LLC (MMM) can help reach your company's goals by developing text coupons, mobile text messaging, mobile apps, and mobile-optimized websites for devices such as cell phones, iPads, and



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- ▶ First Insurance is a Hawaii company, ranked as one of the top 50 property-casualty insurers in America by the Ward 50 Group.



To learn more about how we can help protect your business, please contact your independent insurance agent or visit ficoh.com.

tablets. The company also specializes in getting your business mobile ready and offering self- or fully-managed mobile marketing solutions. “We are one of the few companies offering this type of state-of-the-art, 21st-century marketing,” says Capt. Donald Sanders, MMM’s Vice President of Strategic Growth.

Cutting Edge Marketing

Your business likely has traditional marketing channels in place, such as circulars advertising your products, print ads, and maybe even radio and TV spots. Or perhaps you’ve ventured into the virtual world with emails to customers and a website meant to be viewed on desktop computers. However, mobile marketing should be a part of your marketing strategy. There may be no single industry that can benefit more from mobile marketing than the retail industry. Mobile marketing gets regular and potential customers into stores, sends out information instantly to a targeted audience, and improves customer service.

Most people are familiar with email marketing, but surveys show that the read rate is just 5 to 20%. By contrast, text messages to cell phones (called Short Message Service, or SMS) used in mobile marketing are read within five minutes of delivery and have an overall read-rate of 97%. The fastest growing media channel today is text SMS message marketing. Simply put, an effective mobile text messaging campaign means increased revenue. Direct Marketing Association research shows that 70% of consumers surveyed are happy to receive promotional information via text messages. Currently, a U.S. mobile subscriber currently sends out approximately 357 text messages a month, but only makes about 204 phone calls. According to Nielsen Mobile, 154 million Americans are regular SMS users, and that number continues to grow.

Here are some examples of how SMS can be used:

- **SMS Coupon:** Coupons can be sent directly to a cell phone, saved, and used at a store, eliminating paper coupons, fumbling to find them during checkout, or remembering to bring them to the store. Virtual coupons can be made for one-time or multiple redemption.



They can go viral using advanced website-building techniques.

- **SMS Reminder:** A reminder can be sent via text message to a client with the details about an appointment, eliminating phone call, regular mail, or email reminders.
- **SMS Announcement:** A text message is sent to individuals or groups stating the details of an announcement, eliminating hard copy bulletins, regular mail, or emails.

“We have a unique way of including the right verbiage to all media channels,” says Ernest Baylor, MMM’s Vice President of North American Operations. The company will also engage and train cashiers and others who come in contact with customers to increase business and revenue.

Websites On the Go

Another leg of mobile marketing is the mobile website. More and more people are, well, mobile, and want to access information quickly and easily. According to egov 2010, “From March of 2009 to March of 2010, the amount of mobile website browsing has more than doubled and is predicted to continue at an even greater rate.”

However, it’s not enough to have a traditional website designed to be viewed on a desktop computer. Customers and potential customers alike want to browse websites on a small screen on their smartphone or tablet without having to wait 20 seconds or more for it to load. They also want to view pictures or objects without having to zoom in and out. If a website is not properly designed for mobile devices, it will likely be passed over. A mobile website should be easy to

load, read, and navigate—and be user-friendly and self-explanatory.

Covering All the Angles

SMS technology is also versatile. It can be used as an internal, two-way communications channel. For example, the sales department can be sent text messages or images about training meetings, newsletters, or anything related to their department. This can be done internally for any department. If requested, this feature is billed separately from other services.

All Options are on the Table

If you want to be master of your own mobile marketing, MMM offers training on all aspects of mobile marketing, although Baylor admits the learning curve is high. Flexibility is key here. Companies can choose from starter, basic, plus, premium, and ultra packages from MMM. Whether you want MMM to do it all for you, do it all yourself, or a combination of the two, you can soon have an inside track on mobile marketing. Baylor conveys a real grasp of not only the technology of mobile marketing, but also the big picture of how this relatively new method of marketing can grow your business and put you at the cutting edge.

For HFIA member information and rates, visit the HFIA website at www.hawaiifood.com and click on the mobile marketing banner under promotions. Visit Metro Mobile Marketing’s website at www.metromobilesocial.com for more details, or contact Ernest Baylor, Vice President of North American Operations, at 734-697-6332 or at info@metromobilesocial.com. 🛒

Food Additives: Myths & Facts

BY JASON Y. KIMURA

In this “information age,” we hear all kinds of scary stuff from the media, the Internet, and from friends and family. It’s a good idea to check the validity of any claim before reacting and changing our behavior. That’s what HFIA member Aurora A. Saulo, PhD, Professor and Extension Specialist in Food Technology, University of Hawaii at Manoa, helped members do in her presentation about the myths and facts of food additives at the January 15th General Meeting.

You’ve heard it all before: “Food additives cause cancer;” “high fructose corn syrup causes obesity;” “sugars, food additives, and food coloring make kids go bananas.” These types of claims are sometimes appealing, sound factual, or seem like cautionary tales. They can originate from a study, are spread by the media, the Internet, and by word-of-mouth. Dr. Saulo’s presentation separated myth from fact on food additives such as MSG, high fructose corn syrup, Yellow #5 food coloring, and caffeine because there is a plethora of misinformation out there, otherwise known as urban legends, modern day folklores and myths, Internet hoaxes, and rumors. The typical characteristics of urban legends are, she notes, based on misunderstandings, embellishments, exaggerations, and wishful thinking—and they collide with real science.

Food additives are used for many reasons, such as to prevent spoilage and increase shelf life, minimize undesirable changes, increase visual and subjective appeal, and to enhance flavor. Just look at the ingredient label of a can of soda, mayonnaise, apple sauce, and almost any product found at a grocery store and it’s not hard to believe that there are over 3,000 FDA-approved substances that are in our packaged foods and beverages. Google the aptly named



Aurora A. Saulo, PhD, speaks on the myths and facts of food additives.

EAFUS list (Everything Added to Food in the United States) if you want to see them all.

Saulo picked a few famous additives for her presentation, beginning with MSG, or monosodium glutamate. Most have oft heard that someone avoids Chinese food because of MSG, claiming that it causes migraines, headaches,




Hoagy Gamble, L.H. Gamble Co., Dick Grimm, Hawaii Foodbank, Mike Kajiwaru, Hawaii Foodbank, and Tim Doyle, Advantage Webco Hawaii.

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an increase in blood pressure, or allergies in “most” people. The origin of these claims is a 1968 *New England Journal of Medicine* letter that attributed “Chinese Restaurant Syndrome” to MSG. However, clinical studies since then have failed to identify a consistent relationship between the ingestion of MSG and the many symptoms that are associated with it, even in placebo-controlled trials.

MSG is a flavor enhancer that is added to certain foods, but is also naturally present in the human brain and blood. It is also found naturally in foods such as ripe tomatoes, peas, corn, mushrooms, milk, and parmesan cheese. MSG is safe for the general population at levels normally consumed as a flavor enhancer, says Saulo. The Joint Expert Committee on Food Additives (United Nations Food and Agriculture Organization and the World Health Organization), the European Community’s Scientific Committee on Food, the National Academy of Sciences, and the FDA agree.

The second additive Saulo took on was high fructose corn syrup (HFCS) and the belief that it causes obesity. The belief originates from a 2004 commentary in the *American Journal of Clinical Nutrition* that linked HFCS consumption to an increase in obesity. The commentary was a “suggestion” to inspire further research.

HFCS is consumed in equal amounts with sucrose in the U.S. It contains the same amount of calories as sugar, and the same amount of fructose as honey and sugar. HFCS is added to foods to enhance flavor, extend freshness and stability, produce a soft texture, produce browning in foods, and as a sweetener. However, if all HFCS were eliminated from our foods, it can be predicted with some certainty that there will be no change in caloric intake, basic metabolism, or rates of obesity—and food prices will be higher because sucrose is more expensive.

Another food additive is Yellow #5 (tartrazine), which some believe causes hyperactivity and learning disabilities in children. Yellow #5 increases visual acceptability of some foods. The origin of the belief comes from a 1975 *American Journal of Nursing* article by Dr. Ben Feingold, who linked hyperkinesis and learning disabilities to artificial food colors and flavors. While less than one in 10,000 children may show sensitivity to food coloring, the Consensus Development Panel of the National Institutes of Health declared that there is no scientific evidence that tartrazine causes hyperactivity or learning disabilities in children.

The last ingredient Saulo covered is caffeine, which should put coffee drinkers’ minds at ease. Some of the claims against caffeine are that it’s an addiction, and that it causes cancer and breast diseases. Caffeine is used as a flavoring in sodas and other products. It is a mild stimulant that improves physical performance and it increases the burning of calories. It also helps to relieve headaches and stimulates breathing.



Marshelle Pagan, Coca Cola Refreshment, Harrison Wong, Rainbow Sales & Marketing Hawaii, and Bruce Yokochi, Tamura Enterprises.



David Yamada, KYD, Inc., Glenn Nagatori, 7-Eleven Hawaii, Inc., and Jennifer Dorman, Trade Publishing.

With regard to its addictive properties, the World Health Organization has stated that, “there is no evidence whatsoever that caffeine use has even remotely comparable physical and social consequences which are associated with serious drugs of abuse.” Abuse over extended periods of time may cause undesirable results, including intoxication. However, if consumed in moderate amounts (two to three 8-oz cups of coffee), caffeine does not cause dependency.

The American Chemical Association’s Council of Scientific Affairs and the National Cancer Institute both have said that there is no association between caffeine consumption and fibrocystic disease. Furthermore, the National Cancer Institute’s 1986 study of 16,600 individuals and a review by the International Agency for Research on Cancer both concluded that there is no association between caffeine consumption and increased cancer risk in humans.

Saulo concluded by stressing that there is currently a big disparity between science-based information and consumer trends. Because of media attention to food additives, there is an increasing consumer trend towards support for Clean Label, which claims use of organic, natural foods with no additives or preservatives. In Europe, from 2007 to 2011, there has been huge increases in the introduction of “no additives or preservatives” foods (160%), organic (148%), and natural (118%). Clean Label has become a qualifier for new products, affecting a wide range of packaged foods.

However, Saulo notes, Clean Label collides with science. “There are no documented incidences of harm or deaths due to food preservatives or additives when used properly and for their specific functions,” she states. Saulo emphasizes that *safe* food should be the first concern. “When selecting food, calories count. Keep active, use your common sense, and enjoy food! For more information about food safety or to contact Dr. Saulo, visit www.ctahr.hawaii.edu/aurora. 🛒



Bruce Yamamoto, Unicold Corporation (front), Lisa DeCoito, Aloha Island Mart, and Mike Kaya, Meadow Gold Dairies.

Ewa Beach Abuzz with New Safeway Lifestyle Store

BY JASON Y. KIMURA

PHOTOS BY CHAZ HENDRICKSON

Ewa Beach was abuzz. What community wouldn't be when a whole new shopping center opens with a 60,000 square foot Safeway as the anchor tenant. Safeway Ewa Beach is the super-market's 14th store on Oahu and 20th store in Hawaii. Opened on November 16, 2012 with a private blessing and a VIP event the day before, Safeway Ewa Beach is in the brand new Laulani Village Shopping Center, the largest retail development in Ewa history. The shopping center includes a City Mill, which had its grand opening on the same day, and many other eating places, stores, and services.

Located on the corner of Fort Weaver Road and Keaunui Drive across from the Hawaii Prince Golf Club, the new store features Safeway's "Lifestyle" format with its own prepared food offerings. "[This] new Safeway is a Lifestyle center, with more food-to-go, a bigger wine selection... we have floral, a deli; we have all kinds of things to make you come back to Safeway more and more times," said Keith Turner, Regional Manager of Nevada, California, and Hawaii. "Come down for lunch, come down for dinner—we'd love to see ya." The selection of prepared foods include sushi, signature sandwiches, hot soups, and more. When the store opened on the first day at 6:00 am, it was meant to never close again; store hours are 24/7.

The ambiance of Safeway Ewa Beach is warm and inviting, and highlights its fresh, high-quality products and proprietary brands. The store features more local offerings than traditional Safeway stores. You can find a variety of poke, such as Tsunami Poke (snow crab legs, avocado, and masago), Spicy Sarada Sauce Poke, Salt and Pepper Ahi Poke, and other varieties. Speaking of raw fish, there's a sushi chef on hand who keeps a huge grab-and-go sushi cooler well stocked. There's all kinds. A hot seller is a California-style roll with green onions; other types are topped with coconut

or mango—definitely nouveau. Generously packed mini platters of nigiri sushi go for just \$13.29—perfect for a big lunch or to share. In the bakery section, try Safeway's Chocolate Mac Nut Creampuffs if you want something decadent. They're filled with a mock mousse of custard, whipped cream, and macadamia nuts and topped with melted truffle and more mac nuts. Every Friday, there's a new prepared food special for \$6; that week it was a Turkey Pot Roast. And to promote health and well-being, the Safeway pharmacy was offering flu shots—get it there and get a 20% discount off your grocery bill till the end of the flu season.

"We are excited to open our 20th store in Hawaii and start a long-lasting relationship with the Ewa community on Oahu," said George Glukfeld, Hawaii district manager. "Ewa residents no longer have to drive to Kapolei to shop for groceries and essentials, and this new store will exceed the expectations of our Leeward Oahu shoppers."

At the grand opening, the Pleasanton, California-based grocery chain made its first gesture of goodwill to the Ewa Beach community with a Safeway Foundation donation of \$2,500 each to Keoneula Elementary School and Ewa Weed & Seed. 🛒



Ewa residents line up to enter Safeway on grand opening day.



Front: Betsy Esposito and Gina Imai. Back: Karl Schroeder, Robert Edwards, and Keith Turner.



Carl Fukushima and Rich Hecht talk about Safeway's fresh seafood with a customer.



Safeway donates \$2,500 to Keoneula Elementary School



Safeway donates \$2,500 to Ewa Weed and Seed

A Sociable Night at the OSCARS

PHOTOS BY JASON Y. KIMURA

Who needs an invitation to the 2013 Academy Awards when you have one to HFIA's Night at the Oscars? After all, it's best to be among friends. Elegantly dressed Oscar attendees glided onto the red carpet and entered the Honolulu Country Club, which was once again transformed to the theme of the annual Social.

A big mahalo to Presenting Sponsor American Savings Bank and all the sponsors of the event (see box). HFIA also thanks other companies that donated prizes for the games: Jack in the Box (\$20 and \$25 Jack Cash Cards), Meadow Gold Dairies (Lani Moo Baskets), Times Supermarkets (\$25 Times Gift Cards), Scanlan Management (\$25 Jamba Juice Cards), Tamura's (bottles of wine), and Coca Cola (Coke chairs and a Coke popcorn machine).

HFIA also gives out the best goodie bags you ever saw, bar none. Many thanks go to the companies that filled them chock full of goodies: Pan Pacific Sales, Frito Lay, Love's, Brokerage of Quality Food, Aloha Natural Brokers, Organic Valley Coop, Rainbow Sales and Marketing, LH Gamble, Natural Specialty Sales Incorporated, Aloha State Brokerage, and Chase Sales.

The HFIA thanks the many generous sponsors who made the Night at the Oscars possible.

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BACK STAGE PASS

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KTA Super Stores



(Top): Alan Nakamura of Tesoro coordinates a mass balloon popping to simulate fireworks; (Bottom): Guests at the buffet line.



The American Savings Bank table: (clockwise from left) Ed Chin, Melani Shisido, Lin Ann Chang, Derick Tam, Randi Tsushima, Mike Nakamura, guest, Nelson Moku, Jennifer Moku, guest, Donna Yano, guest, Dee Keyser, guest, Makena Carr, Kyle Shelly, and Terri Ishii, guest.



Christine Matsuda-Smith and Megan Young, Hawaii Foodbank.



Mike Kaya, Meadow Gold Dairies, and Lauren Zirbel, HFLA Executive Director, sell raffle tickets.



Honolulu Star Advertiser: Brandon Yamashita, Cody Takata, Lance Takaki, Lauren Tasaki, Sierra Hethcote, Holly Tsuyama, Norine Kekuakalani, and Shannan Okinishi.



Larry Ishii of American Savings Bank plays Hollywood trivia with guests for prizes.



Meryl Hanagami and Gary Hanagami, Palama Holdings, LLC.



Ben Trevino, guest, Martha Cheng, Esther Hilea, Lynn Hirashima, and Bonny Amemiya of aio.



Paul Kosasa, ABC Stores, demonstrates a convincing Gundam style.



Sierra Hethcote was the winner of a trip for two to Hollywood.



iPad Mini winner Keith Nahale, Pint Size Hawaii.



Polly Kauahi, Hawaii Foodbank, Melody Yurth, Young's Market, and Gail Sagiao, Hansen Distribution Group.



Front: Jason Aona, guest, Kim Tran and Rick Benecchi, Meadow Gold Dairies, Gwen and Dick Botti, guests. Back: Paula Aono, Joni Marcello, and Ritchie Beatancourt, Meadow Gold Dairies.



Jim Meyers and Charlene Gray of Trade Publishing.



Southern Wine & Spirits Hawaii table: (clockwise from left) Ricky Matsushima, Tyson Yamada, Darryl Chinen, Alan Higuchi, Glory Higuchi, Kathy Tamura, guest, Asa Tamura, Robson Piiohia, Jill Piiohia, guest, and Karen Matsushima, guest.



Front: Mel Ancheta, KYD, Simon Cutts, Foodland, Bob Kline, KYD, and Chester Lee, KYD. Back: Dexter Yamada, KYD, Glenn Horiuchi, KYD, and Gail Hayashi, Aloha Air Cargo.

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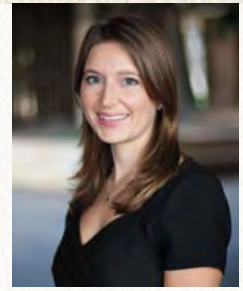
The Last Word...

BY LAUREN ZIRBEL, EXECUTIVE DIRECTOR

Although many people assume politics and cynicism are one and the same, I'd like to think otherwise. Maybe the opposite is true. Maybe, more often than people think, political ideas are motivated by the desire to help portions of the population that are "not making the best decisions." That desire to help leads to policies intended to correct poor decision making. Unfortunately, such policies often lead to rules that undermine the most fundamental aspects of human self-determination. We are often left with policies that aim to control the minority but results in punishing the majority. Perhaps the way to improve this unfortunate outcome is to re-incorporate two forgotten concepts back into our political discourse—personal responsibility and respect for the free market.

Personal Responsibility

We hear it all the time. There is no such thing as personal responsibility any more. If you spill a cup of hot coffee on your lap, it is not your fault—it is the fault of the company that sold you the coffee. People can't even be granted the prerogative to nourish themselves anymore because they have proven too irresponsible to do so. Have we really gotten to the point where we believe that humanity can no longer be trusted to fulfill its most basic biological need in making decisions regarding nutrition?



Is that where we are? Have we as a society given up on the battle for dietary decision making? I would hope not. Sure, the slippery slope argument gets old, but you don't have to look very far to see the reality of this setting in. First we increase the cost of sugary beverages by one cent per ounce, then we ban them, then we tax all food with sugar and fat, then the government "holistically" determines what foods are healthy and what foods are not. We have already heard such ideas in current political discourse.

The answer to combating obesity lies in respecting and playing to human intelligence, not in a denial of individual self-determination.

The Free Market

People joke that Hawaii loves to ban everything in sight. While slightly true, I think that the motivation to protect individuals or the environment from perceived harm comes from a place of concern. This session, we have seen many of these types of bills. Some of these bills are a reaction to items that have already been banned and the negative consequences that have followed.

It was asked of me by a proponent of one ban bill, what is the difference between the cassette tape industry going out of business and being replaced by CDs and their bill, which replaces polystyrene with compostable products? Well, the answer is that there was never a bill to ban cassette tapes. Consumers demanded the superior product of CDs. Suppliers responded to that demand by producing more CDs, and retailers in turn offered more for sale. That's how the free market works. It's a beautiful thing.

When the free market handles problems, there is a natural progression and ramp-up of supply and a natural decline of the product that it is replacing. When the government steps in in the place of the free market, very sharp and unnatural changes occur which cause prices to spike and people to be run out of business prematurely.

If a replacement product truly is better, consumers will push the demand for that product and the process will occur naturally. The outcome will not leave businesses fearful of entering our marketplace for fear of hostile legislation, and workers and companies will be able to adjust to the changing marketplace.

We would simply ask that decision makers consider the power of the people to express their will via purchasing the items they want on the free market and know that businesses will respond to the will of the consumer as they have always done if they hope to stay in business! 🛒





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