

Hawaii Retail Grocer

SPRING 2016

the magazine of the hawaii food industry association

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INSIDE

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Talk Story at the Capitol
Legislator Meet & Greet
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MESSAGE FROM THE CHAIR

BY DEREK KURISU

WOW! What a fantastic way to start 2016! Thanks go to our awesome Social Committee led by Larry Ishii of American Savings Bank and Wendy Fujio of ABC Stores, and everyone else who helped with HFIA's 2016 Social—That 60s Show, Featuring the Beatles. I especially thank our sponsors, but also thank members for participating in our first social event of the year. It was a sold out evening with great food, lots of fun, and excitement! It was so refreshing to see members—especially new members—socializing, making new friends, and mingling, creating an atmosphere filled with happiness. Thanks to our awesome sponsors and donors, everyone left as winners with a bag filled with goodies. This is what HFIA is all about! We work and play together to make food available, affordable, and safe.

Although members of the Hawaii Food Industry Association are retailers, suppliers, manufacturers, restaurateurs, transportation companies, media companies, financial institutions, and other support services, we are connected to agriculture, tourism, healthcare, education, construction, and almost every organization in Hawaii. Think about it: we are a part of the most important industry in Hawaii!

In January, HFIA, in partnership with the Hawaii Restaurant Association, held a successful Legislative Talk Story Day at the State Capitol. Special thanks to Jason Higa of Zippy's and Andy Kawano of Foodland for serving and representing HFIA as industry experts on the panel. Prior to the panel discussion, HFIA held its Government Relations Committee meeting and are so fortunate to have capable and knowledgeable members serving on this committee. Thank you everyone for taking the time to attend these important events.

Unfortunately, vocal minorities are often heard today and we are most often the silent majority. By coming together to support what's good for our industry, we will be heard. It is important for HFIA to work with the Hawaii Farm Bureau, Hawaii Food Manufacturers Association, Hawaii Restaurant Association, Chamber of Commerce Hawaii, and other organizations on common legislative issues.

Thanks go to our Executive Director, Lauren Zirbel, for maintaining a positive relationship with these organizations, as well as with legislators. It is very important to develop positive relationships with our legislators. Our Legislative Meet and Greet Event held at Square Barrels restaurant provided us with just such an opportunity to meet them. If you know any legislators, please invite them to an HFIA social gathering so they can develop a better understanding of our industry. We want them to realize how Hawaii's economy is dependent on what they do or don't do for our organization.

Finally, I thank each of you for getting involved in our awesome HFIA organization. Thank you to new mem-



Photo by Jeff Ikeda

HFIA Mission Statement

The Hawaii Food Industry Association actively promotes the interests of Hawaii's food and beverage retailers and suppliers through highly effective government relations and advocacy, member education, and industry and community relations.

bers for joining and understanding the value of HFIA. By joining and getting involved, I will almost guarantee you will gain personally and help your business while helping our organization. Please volunteer and get involved! Feel free to call or send an email if you have concerns or are willing to volunteer in one of our HFIA committees. The year has just started and I know we will have an awesome 2016!

Aloha,

Derek

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Publisher
 Lauren Zirbel

Editor
 Jason Y. Kimura

Writers
 Jason Y. Kimura
 Glee Stormont
 Derek Kurisu
 Lauren Zirbel

Contributors
 Joe Curcillo
 Phil Lempert

Design
 Davin Iyamatsu
 Daniel Pereira

Advertising
 Charlene Gray
 Jennifer Dorman

Printer
 Trade Publishing



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Please address all correspondence to:



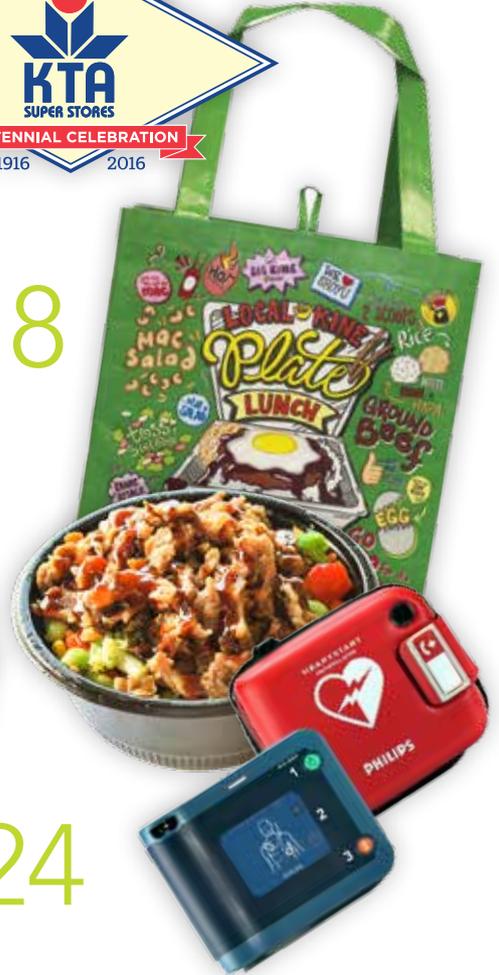
1050 Bishop St., PMB 235
 Honolulu, Hawaii 96813
 Phone: 808-533-1292
www.hawaiiifood.com

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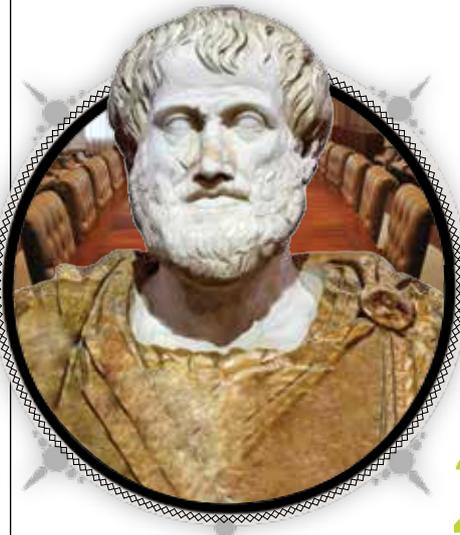
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Jason Higa of Zippy's speaks at an HFIA Government Relations Committee meeting.

BY LAUREN ZIRBEL

It is still early in the legislative process and HFIA has been hard at work identifying, monitoring, and testifying on State and County bills that impact the food industry. In addition to legislation, we have been focused on building and strengthening relationships with lawmakers to continue to ensure that our members' voices are heard. Our annual Legislative Talk Story Panel at the Hawaii State Capitol was a success—the room was packed with lawmakers and staff who listened to the concerns of our panelists. In addition, we scheduled a Legislator Meet and Greet at Square Barrels restaurant on February 18, where HFIA members had the opportunity to get to know Hawaii's legislators in a casual setting.

HFIA's bi-monthly GRC conference call meetings have been extremely productive, allowing us to work together in building a successful legislative strategy towards achieving desired outcomes on a wide range of bills.

HFIA's priority bills for the 2016 session include:

Labor

There are a number of labor-related bills that affect our members, including sick leave, special wages, and monthly compensation.

HFIA opposes bills that add unnecessary mandates to Hawaii's sick leave laws, such as HB1683 and SB2456.

HB1683 permits an employee to use leave under the Hawaii Family Leave Law to care for a sibling. We believe that including siblings in Hawaii's Family Leave Law is overreaching and will result in additional costs to employers. On February 12, the Labor Committee passed it with amendments and included an effective date.

SB2456 requires certain employers with 50 or more employees to provide sick leave to service workers for specified purposes under certain conditions. HFIA opposes this bill because it will hinder employer flexibility in providing sick leave and will result in additional costs. It was scheduled to be heard by the Committee on Judiciary & Labor on February 16.

We support HB2010 that establishes a first job training program for the employment of learners, including apprentices; part-time employees who are full-time public or private school students; paroled wards of Hawaii Youth Correctional Facility; and handicapped workers. Participants will receive a special wage lower than the existing minimum wage. The Committee on Labor passed it with amendments from DLIR on February 12. **This bill was introduced as a result of HFIA's Day at the Capitol, as Chair Nakashima listened to the concerns of HFIA panelists relating to the increasing minimum wage for entry-level and training jobs. HFIA followed up with a meeting between Nakashima and our panelists, and this legislation was introduced to address some of our members' concerns relating to minimum wage.**

We oppose HB953, which increases the amount of guaranteed monthly compensation required to exempt an individual from minimum wage, overtime, and record keeping requirements under the Hawaii Wage and Hour Law by way of a formula. On January 29, the Committee on Labor passed it with amendments replacing the formula used to calculate the minimum exempt salary with a flat rate of \$2,400, which represents a \$400 per month increase over the current statutory minimum and changed the effective date to January 1, 2021.

GET Increases

HFIA strongly opposes any and all proposed increases to the GET, including SB2599, which increases the GET (general excise tax) from 4% to 5% to fund Department of Education operations, and **SB2478**, which establishes a 0.5% surcharge on state tax to pay for claims for defined benefits under the long-term care financing program. It is still

early in the legislative process, and we will continue to oppose these bills. On February 10, the Education Committee passed **SB2599** with amendments, and the Committee on Consumer Protection & Health passed **SB2478** with amendments from the Department of Taxation. The House of Representatives and the Governor have indicated that they do not intend to pass a GET increase bill.

Disposable Bags

For **HB1507, HD2**, which establishes a working group to study methods to reduce the use of all disposable bags, we submitted testimony in support with amendments. On January 27, the Committee on Consumer Protection & Commerce passed it out and granted our request to be included in the working group.

Advance Disposal Fee

We support the amended version of **HB2251 (HD1)** which requires the Department of Health to assess the viability of the glass advance disposal fee program and report to the Legislature on the Department's progress in adopting the recommendations contained in "A Study to Identify Local Alternatives to Shipping Non-Deposit Glass Out of the State of Hawaii" (Auditor's Report No. 14-17).

Tobacco

HFIA supports SB2135 and HB1634, which lowers the taxation rate for large cigars to the lesser of 50 cents for each large cigar or 50% of the wholesale price. We believe this is a fair and reasonable rate for these products and will continue to submit testimony in support.

SB2135 was scheduled for decision-making on February 17 by the Ways and Means Committee, and **HB1634** was scheduled for a hearing on February 17 by the Committee on Consumer Protection and Commerce.

HFIA opposes SB2689, which increases fees on retail tobacco licenses and permits. It passed CPH and will move on to JDL. We will continue to oppose this bill.

Alcohol

We support **HB2422**, which reduces administrative burdens relating to corporate submissions during the liquor license application process. It passed the Committee on Economic Development & Business as is, and was heard by the Committee on Consumer Protection & Commerce on February 17.

Continued on page 34



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Does Buying Organic Really Make A Difference?

What a study from the University of Illinois found out about organic food sales

BY PHIL LEMPERT
THE SUPERMARKETGURU®

No one disputes that the rise of organic food and beverage sales continues to be on solid ground, and those retailers who heavily promote organics like Kroger and Target are growing the category's sales.

A new study from the University of Illinois designed an experiment to shed insight on the variables that influence consumer perceptions about organics. Brenna Ellison, a food economist at the university says, "Past research has often asked how much someone is willing to pay for an organic product, but has rarely considered the context in which that purchase takes place. In this study, we look at how the organic label interacts

with the product type as well as the retail purchase context."

Six hundred and five people evaluated a food product's expected taste, nutrition, safety, and likelihood of purchase. The products chosen were strawberries (what they call a virtue product) and chocolate sandwich cookies (a vice product) under the fictitious brand—Cam's—both as organic and non-organic varieties.

In the experiment, the products were either organic or non-organic and sold in one of two supercenters, Walmart or Target. They chose Target and Walmart because the two stores have similar



prices, but very different brand images.

The study reports that the "organic strawberries had higher expected taste ratings than non-organic strawberries, but cookie taste ratings did not differ." The organic cookies were rated as more nutritious—almost twice as healthy—as non-organic cookies, but no difference was observed for strawberry ratings.

Another finding from the research was that where the food item was purchased did matter. They concluded that Target may be a better outlet for promoting organic vice products while Walmart may be better for promoting organic virtue products.

No surprise, the study also revealed that participants seemed misinformed about organic standards.

How ALDI is Changing the Game

Enter the era of food retailers that take responsibility

BY PHIL LEMPERT
THE SUPERMARKETGURU®

Last Fall, leading global discount supermarket chain ALDI announced that by the end of 2015 it would remove certified synthetic colors, partially hydrogenated oils, and added MSG from all of its exclusive brands. It's a huge undertaking and commitment from the company whose 1,500 U.S. stores stock about 90% of its own brands. They are reinforcing that a food retailer should do more

than just pile products on its shelves regardless of their ingredients, further attracting the Millennial shopper who wants to shop at stores that they feel truly care about them.

Now ALDI is making another bold move with its U.S. CEO Jason Hart saying they are "removing temptation at the checkout" and introducing "Healthier Checklanes," where chocolates and candies are being replaced with nuts, trail mix, dried fruit, and granola bars by the end of this year. This is not a new idea, as Hy-vee, ShopRite, and others have touted "candy free" lanes for years.

Eliminating these tempting treats is only one part of the solution; we hope that ALDI will also use the space at

the checkout to promote the benefits of these "healthier" replacements and be diligent to ensure that these products are indeed better-for-you alternatives. After all, a granola bar might have a healthier halo than say a bar of dark chocolate, but its ingredients and nutritional might actually have more sugars, fats, and sodium.

I'd like to see comparisons available at the checklane. It will be interesting to see the data in a year from now, to not only measure the sales increase, but can you imagine if we could also track the health gains? As we begin to see retailers take a stand, it will be critical that they are transparent and consistent if they want to gain the shopper's trust and their business.



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Act 122, Effective January 1, 2016



Questions? Contact the Tobacco Prevention & Education Program, Hawaii State Department of Health at (808) 586-4613.

find out more at <http://health.hawaii.gov/tobacco/retail>

Is Soy a 'Health' Food?

Widely debated, but soy can be excellent for good health

BY PHIL LEMPert
THE SUPERMARKETGURU®

Are soy foods healthy? Unfortunately, this is widely debated, but it seems that if properly prepared and consumed in moderation (not from supplements), soy can be excellent for good health.

Here are some of the various health benefits that have been linked to soy foods:

Soy products are protein and fiber-rich, excellent for satiety and regularity. Soy is also a great source of omega-3 fats and disease-fighting isoflavones that promote heart health and can reduce the risk of prostate and breast cancers. In addition, soy contains phytoestrogens, which may counter excess natural estrogen's negative effects on women—such as formation of uterine fibroids—and lessen menopausal symptoms.

Soy foods contain antioxidants—compounds that protect cells from damage caused by unstable oxygen molecules called free radicals.



In 38 studies involving 730 people, the connection between soy consumption and low cholesterol levels was strong. Those with diets where half the protein was soy had 10% lower cholesterol rates than those not eating soy. Saponins and phytosterols in soy are thought to bind cholesterol in the gut, helping it pass through the GI tract.

Menopausal symptoms are almost immediately responsive to isoflavones. Often, within weeks of beginning soy consumption, women experienced a 25% drop in hot flashes. Isoflavones are also thought to be antihypertensive, anti-inflammatory, and more.

Soybean peptides (chains of amino acids) can boost the immune system, helping the body fight disease and stay healthy.

To reap the benefits of soy, an ade-

quate serving is just a cup of soy milk or two ounces (half a serving) of tofu per day. When consumed in larger amounts, soy's consumption becomes controversial with regard to health benefits, as soy falls into a category of foods known as goitrogens - vegetables, grains, and foods that interfere with thyroid function. Speak with your physician or nutritionist to determine if soy foods, in moderation, are right for you.

Note that many processed and packaged foods do contain soy in small amounts in the form of soy protein isolate, soybean oil, and more. Do not discount these towards your soy intake. Eating more whole soy foods and avoiding soy as an additive may be your best bet for good health, as you can better measure serving size and it is less processed.

An Innovative Food Kickstarter We Believe In

How Huerta Del Valle is helping its community

BY PHIL LEMPert
THE SUPERMARKETGURU®

Huerta del Valle (HDV), in Ontario, California, where the childhood obesity rates are among the highest, is one of thousands of community garden and urban agriculture projects in the United States making up the "good food revolution," and they have turned to Kickstarter to raise \$17,000

in 30 days. The community program allows its members to grow their own foods: kale, broccoli, arugula, carrots, beets, onions, chilies, and tomatoes. Their goal is to have such a garden planted at every mile in the city.

Huerta del Valle has 62 families participating in the project and produces thousands of pounds of food each year, which is all organic and can be bought for just \$1/lb. Talk about availability, simplicity, and affordability!

So why do they need \$17,000? Funds would go toward building four

innovative environmentally sustainable structures that would create space to host events, classes, and workshops offering courses from how to make organic compost to learning English, and from nutritional recipe making to computer skills. What they found was that almost all of the gardeners are Mexican American immigrants who find opportunity, friendship, health, relaxation, and motivation in the garden and HDV is working to create living wage farm jobs through organic agriculture.



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KTA Puainako ground breaking ceremony, 1965: Tony Taniguchi (Koichi's 4th son), Hidetoshi Taniguchi (Koichi's 2nd son), Larry Isemoto, Mr. Kimura (KTA accountant), Richard Taniguchi (Koichi's nephew), Yukiwo Taniguchi (Koichi's 1st son), Taniyo & Koichi, unknown, Rev. Tsuji.



KTA Puainako Store, 1966



100 YEARS STRONG

KTA Super Stores Announces Centennial Celebration

BY JASON Y. KIMURA

There are only a handful of grocery stores in the world that can boast being around for 100 years. One of them is on Hawaii Island. Founded in 1916, KTA Super Stores is still going strong with six locations island-wide, and generations of residents counting on the stores for everyday grocery needs and excellent customer service. To celebrate KTA's 100th Anniversary, the supermarket chain is launching many new products under its 1916 label. There are a series of enter-to-win contests on KTA's Facebook, Instagram, and Twitter accounts, along with in-store events, including promotional giveaways, centennial specials, food demonstrations, samples, and free cake. More events will follow island-wide throughout 2016.

Store founders Koichi Taniguchi

and his wife Taniyo began what was then known as K. Taniguchi Shoten as a way to support their new son Yukiwo, who was born in 1916. Koichi had come to Hawaii at age 17 from Hiroshima, Japan, in 1907 seeking the opportunities America offered. His intention was to travel on to the San Francisco Bay Area, but he lingered in Hawaii for a while at the urging of a cousin. As fate would have it, anti-Japanese sentiment reached a peak during that time and immigration from Hawaii (and Mexico) to California was blocked. Koichi found work at the Heeia Sugar Plantation on Oahu. Taniyo arrived in Hawaii on July 8, 1913. The two already knew each other in Japan and married the next day. A couple of years later, they moved to Hilo, where Koichi attended a school to learn English and bookkeeping. S. Hata, a wholesaling company, hired Koichi as a book-

keeper after he finished his courses. When the Taniguchis started their store, it sold groceries and dry goods. They bought a two-story building on Lihwai Street in Waiakea, along the banks of the Wailoa River. The Taniguchis lived upstairs and ran their store downstairs in approximately 500 square feet of space.

When they first opened, the Taniguchis had no idea their modest business would someday evolve into a multi-store supermarket, employing 790 active associates. The couple simply believed they were helping family and friends obtain necessary grocery and household items. Early on, Koichi began taking grocery orders from Hilo families and delivered the much needed merchandise by bicycle. In time, their pick-up and delivery business grew.

In 1939, the Taniguchis were able to open a branch store on Keawe Street

K. Taniguchi Shoten,
Waiakea Town, Hilo, 1921



KTA Super Stores: A Hawaii Island Legend

Company name: The name of the store was changed to "KTA," which was taken from the markings on merchandise shipments given at Hilo Harbor. Shipments to competitor K. Tahara Store were marked "KT," while K. Taniguchi Shoten shipments were marked "KTA" to distinguish them.

- 1916:** First store in Waiakea
- 1939:** Keawe St. store in Hilo opens
- 1946:** Waiakea store destroyed by the 1946 tsunami
- 1953:** Keawe St. store becomes a supermarket
- 1959:** Kailua-Kona store opens (relocated in 1975)
- 1966:** Puainako St. store in Hilo opens (headquarters)
- 1977:** KTA becomes first supermarket in Hawaii with an in-store bakery
- 1979:** KTA first to install UPC bar code scanners
- 1984:** Keauhou store opens
- 1989:** Waimea store in Kamuela opens
- 1990:** Waikoloa Village Market opens
- 1994:** Mountain Apple Brand launched
- 2000:** Living in Paradise TV show launched.
- 2007:** KTA's websites launched (www.ktasuperstores.com & www.wailoloavillagemarket.com); 1916 brand launched; KTA becomes 1st Hawaii supermarket to install photovoltaic systems (Waimea and Kailua-Kona stores).

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in Downtown Hilo. (The Waikeala store was destroyed by the tsunami of 1946.) The Hilo store was converted into a supermarket in 1953, and was followed by the opening of the Kailua-Kona store in 1959. In 1966, the Puainako store was opened, followed by Keauhou in 1984, and the Waimea store in 1989. In 1990, a partner location, Waikoloa Village Market, was opened to serve the growing community of Waikoloa Village.

“It has been quite a journey,” reflected Barry Taniguchi, Chairman of KTA Super Stores. “Together we have persevered through natural disasters, world wars, recessions, and some truly uncertain times. I believe the special bond found in the people of our communities is truly the essence of the Aloha Spirit. We always come together to solve the problems with a clear desire to create a better future for our island and families.” It’s apparent that not only is KTA Super Stores still going strong after 100 years, but Koichi and Taniyo Taniguchi’s commitment to humbly serve the people of their community also lives on.



Living in Paradise and *Seniors Living in Paradise* are produced monthly and repeated twice a day on Oceanic Time Warner channel 27. Or watch them anytime via the KTA website, or on YouTube, where hundreds of episodes are posted. The shows feature cooking segments and noteworthy Hawaii Island community events and individuals, as well as promos for KTA products. The two shows bring the younger and older generations together by showing what each is doing. It records the history of the people, says Derek Kurisu, and in so doing, they can live forever. With so much negative programming on TV, he explains, the desire was to create something totally positive and capture the essence of old-fashioned local values.

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Two Private Labels

KTA has two private labels: "Mountain Apple Brand" and "1916," both spearheaded by KTA Executive Vice President Derek Kurisu.

Several years before his death in 1989, then KTA President Tony Taniguchi took Kurisu aside and told him he needed to help the families when the sugar plantations closed. In response, Kurisu created the Mountain Apple Brand. "The goals were to create jobs, revitalize the island economy, and fulfill my obligation to Tony and the sugar plantation families," he explains. Launched in 1994, Mountain Apple Brand set out to use the highest quality products grown, processed, or manufactured in Hawaii.

Mountain Apple Brand has steadily grown, and now has about 230

products representing some 60 partnerships. At KTA, 95% of the leafy greens come from local farmers, and almost 40% of the beef is local. The eggs and every drop of milk are local. "The strength of Mountain Apple Brand lies in people and businesses working together toward one goal and direction," says Kurisu. "We work with our suppliers to ensure they are profitable and the products are of the highest quality."

The 1916 brand was launched in 2007 to bring to consumers the best products made outside of Hawaii sold at the best possible prices. The name is a tribute to Yukiwo Taniguchi, commemorating the year he was born, as well as the year the store was founded. The products reflect Yukiwo's vision of the vast world outside of

Hawaii. 1916 features unique products from relatively small companies, but generally larger producers than Mountain Apple Brand. Yukiwo had a great influence in Kurisu's life. Mr. Y, as he was called, took Kurisu under his wing. He took Kurisu on trips, often visiting Seattle and San Francisco. He made Kurisu taste fruit picked fresh off the tree and sample all sorts of new things. They rode together for hours by train to show the distance some people traveled to go to work. "He showed me how the rest of the world lives because I was a country bumpkin," Kurisu reflects. "Looking back, I think he wanted me to realize the differences between Hawaii and the rest of the world. He also wanted me to appreciate the value of Hawaii."

The 1916 label features dried fruits and nuts, party mix, wine, coffee, and other products. Recent additions include restaurant quality

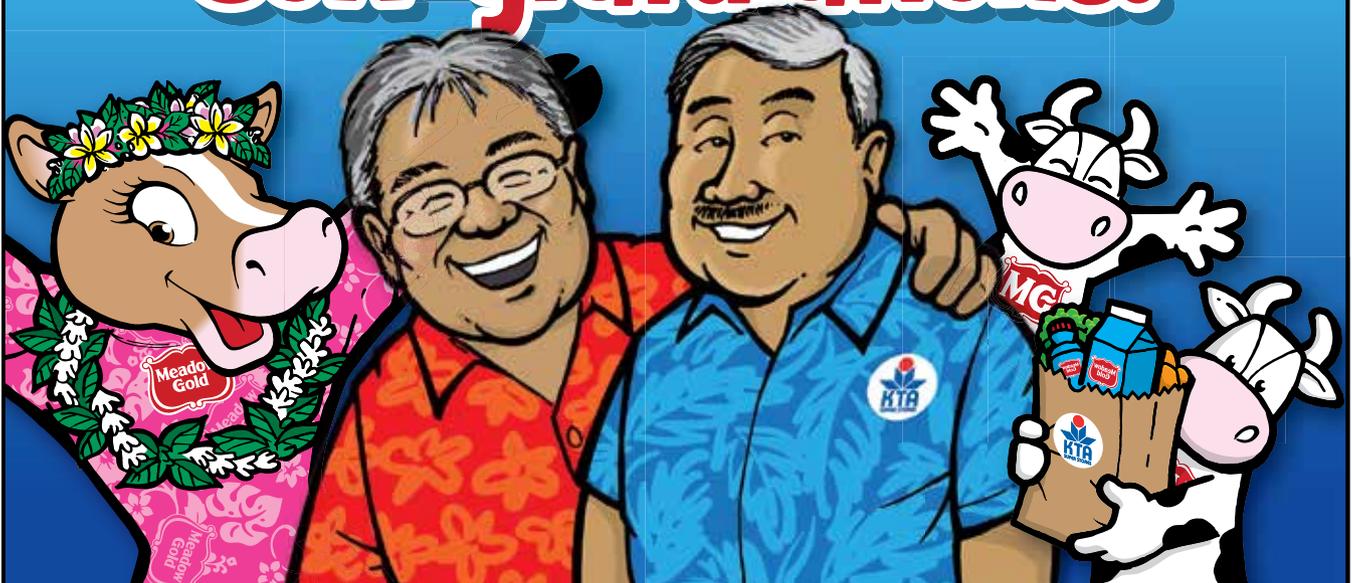


Hawaii's Dairy

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pork, beef, extra virgin olive oil, truffle oil, balsamic vinegar, and seasoned panko and breading. There is frozen shrimp, IQF chicken, sanma, saba, mahimahi, and butterfish. Quality eggs are offered, with more produce being developed. Two types of premium, no filler, less fat hot dogs also come with the 1916 label—Red Hawaiian and 1/3 lb. Beef Frankfurters—perfect with Mountain Apple Brand buns. Although a mainland product, the 1916 pumpkin pie will bring you back to sugar plantation days with its mellow, creamier, old-fashioned recipe. Currently, frozen breads are being tested. The par-baked bread takes just 3 to 5 minutes at home in the oven. More 1916 products will be released throughout the anniversary year—whenever Kurisu finds good foodservice or restaurant quality items. “The goal is to provide local people the same experience that Mr. Y provided me,” says Kurisu.



From one local tradition to another,

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New Goods, Good Living

Diverse HFIA Companies Bring Both Services & Goods to Market

BY JASON Y. KIMURA

HFIA companies offer products and services to Hawaii that make life livable and pleasurable. They keep Hawaii's people well-fed and safe, as well as provide the transportation to get goods here. This issue of *Hawaii Retail Grocer* focuses on diverse new and familiar products and services, and a few that come from unexpected places.

For example, learn how a supermarket's services can help keep you and your employees healthy, or use a new web venue to advertise your business to tourists. Find out where you can get some hurricane fried chicken and potato wedges, which bakery has launched a buttery shortbread line, all about lamb and eland from the Forbidden Isle, and more!



Getting Here and Going Places

Matson Navigation Company, Inc. provides a vital lifeline to Hawaii's economy. That lifeline will soon be enhanced with two brand new con-

tainerships designed specifically for Hawaii service.

In 2013, Matson signed a contract with Aker Philadelphia Shipyard, Inc. to build the two ships for an aggregate price of \$418 million. The ships are scheduled to be completed in the third and fourth quarters of 2018. A ceremony late last year initiated the cutting of steel plates. Aker is a leading U.S. commercial shipyard with a state-of-the-art shipbuilding facility and a reputation for delivering quality ships. The shipyard delivered four Jones Act containerships to Matson between 2003 and 2006.

Matson's two new "Aloha Class" ships will be 850-foot long and 3,600 TEU (Twenty-foot Equivalent Units, the standard unit for container capacity). They will be the biggest Jones Act containerships ever constructed. Designed to operate at speeds in excess of 23 knots, the ships will be faster and help ensure timely delivery of goods to Hawaii. Although large, the ships will be able to navigate safely into Hawaii's smaller ports to accommodate future needs. The ships will also have a number of green technologies, including a more fuel efficient hull design, dual fuel engines that can be adapted to use liquefied natural gas, environmentally safe double hull fuel tanks, and fresh water ballast systems. The first of the two new ships will be named after the late Senator Daniel K. Inouye, who was a longstanding supporter of the U.S. maritime industry and its role in supporting Hawaii's economy.

"These new ships are the future for

Hawaii shipping and will bring a new level of efficiency and effectiveness to our service," said Matson President and CEO Matt Cox. "The substantial investment in new technology underscores Matson's long-term commitment to Hawaii and our desire to serve the islands in the best, most environmentally friendly way into the future."

Founded in 1882, Matson's current fleet of 25 vessels includes container-ships, combination container and roll-on/roll-off ships, and custom-designed barges. In addition to Hawaii, Matson services Alaska, Guam, Micronesia, and select South Pacific islands. The company also operates a premium, expedited service from China to Southern California. Matson Logistics, established in 1987, extends the geographic reach of Matson's transportation network throughout the continental U.S. via rail intermodal, highway brokerage, and warehousing. For more information, visit www.matson.com.

DESSERT FIRST



Diamond Bakery's Hawaiian Shortbread Cookies

Many of us who grew up in Hawaii consider Diamond Bakery's soda crackers and the many other types of crackers the company offers as comfort food. Now Diamond Bakery has launched a new line of ono Hawaiian Shortbread Cookies that are sure to become one of Hawaii's favorites, as well as make great gifts. Made with 100% real butter, the shortbread cookies come in four flavors: Original, Chocolate Chip, Kona Coffee, and Coconut. The cookies are light, flaky, creamy, and buttery, but you'll just have to try them for yourself. Get some at your local supermarket or online at www.diamondbakery.com.



The Father's Table Cheesecakes & Petite Cake Rolls

With 50% of profits going to charity, you won't feel as guilty partaking of The Father's Table Cheesecakes, which can be found at Foodland and Times Supermarkets. Baked from scratch using the richest cream cheese, farm-fresh eggs, natural vanilla, and real sour cream, The Father's Table cheesecakes come in a variety of flavors, including New York, Strawberry Swirl, and Fudge Brownie. Kicked Up Key Lime Pie and Pineapple Passionfruit cheesecakes are new seasonal flavors in the 16 oz. size; there's also Raspberry Lemonade, Fruit Swirl (Key Lime, Strawberry, Mixed Berry, Mango), Red Velvet, and Red, White & Blue—perfect for the Fourth of July. Seasonal Cheesecakes in the 32 oz. size include Fruit n Crème Variety (Peach Strawberry, Mixed Berry, Orange), and Black Forest. Don't forget about existing favorites too, including Mango, Red Velvet Swirl (16 oz.), Fruit Swirl Variety (40 oz.), and Chocolate Lover's Variety (16 oz.). You don't need a special occasion to have The Father's Table cheesecakes: New York, Strawberry Swirl, and Fudge Brownie now come in single slice packages.

Cake Rolls are another Father's specialty. Rolls are made of a sponge type cake rolled with fruit and other fillings. Seasonal flavors include Orange Dreamsicle, Mixed Berry, and Red Velvet. Other Cake Roll flavors include Lemon Cake, Strawberry Cake, and Carrot Cake. Cake Rolls also now come in individual 4 oz. size. Try the Pumpkin, Carrot Cake, Red Velvet, or Chocolate varieties.

For more information about The Father's Table products, contact broker Michael Graley of Graley Marketing at Graley_mktg@verizon.net or at 562-947-8648. Also check out the Graley Marketing website at www.graleymarketing.com.



Bagging the Goods

Go local style with Foodland's new reusable bag, which celebrates everything we love about plate lunches. The bag is just \$1.99 with a Maika'i card. The design is exclusive to Foodland, but you'll want to use it wherever you shop!

THE MAIN COURSE



Bringing Home the Bacon

Keep game days fully loaded with HOFFY Bacon Wrapped Hot Dogs. It may be too late for this football season per the team-themed hot dog toppings below, but make up your own reason for trying the HOFFY recipe. Bacon, dogs, beans, cheese, onions, sauerkraut. 'Nuff said.

Ingredients

- 3 pkg. HOFFY Bacon Wrapped Hot Dogs
- 2 pkg. Hot dog buns

Toppings

- Fried onions made from 1 onion and 1 Tbsp oil
- 1 pkg. (8 oz.) whipped cream cheese
- 1 can (16 oz.) baked beans
- 1 pkg. (8 oz.) shredded medium cheddar

- 1 can (15.4 oz.) refried beans
- 1 jar (16 oz.) salsa
- 1/2 onion, chopped
- 1 avocado chopped
- 1 jar (14.5 oz.) sauerkraut
- 1 jar (16 oz.) pickle chips
- 1 jar (16 oz.) hot peppers
- Mustard, ketchup, relish

Cheer on your favorite team with your own custom dog, or get started with these ideas from HOFFY and build your own from there.

Preparation

1. Place bacon-wrapped hot dogs on a sheet pan and set under the grill/broiler, and cook until bacon is crisp and fully cooked and hot dogs are heated through, about 6 minutes, rotating the hot dogs several times to evenly cook the bacon. Place a bacon wrapped dog in each bun and set on a serving platter for guests to load up with toppings.
2. Meanwhile, lay out toppings, fry onions, and heat beans.
3. For the Seattle Seahawks dog: load bun with cream cheese and top dog with relish, fried onions, and hot peppers.
4. For the Arizona Cardinal dog: top HOFFY bacon wrapped dog with refried beans, cheddar, salsa, avocado, and chopped onion.
5. For the Dallas Cowboy dog: top hot dog with baked beans, cheddar, ketchup, and fried onions.
6. For the Pittsburgh Steelers dog: top bacon wrapped dog with sauerkraut, fried onions, pickle chips, and lots of mustard.

For everyday versatility, skip the dogs and try naturally smoked HOFFY Premium Bacon in just about any dish or all by itself.

HOFFY brand Bacon and Bacon Wrapped Hot Dogs are currently available at Foodland, and as of this writing, Times Supermarkets and 7-Eleven were preparing to stock them. For more information, contact broker Michael Graley of Graley Marketing at Graley_mktg@verizon.net or at 562-947-8648.

Times Puts New Twist on Health

Every year the flu has a significant economic impact on businesses and their employees. Getting sick with potentially dangerous illnesses like influenza is not good for employees, and sick leave, additional labor costs, and operational headaches are not good for businesses. When an employee is out with the flu, \$137 in revenue is lost per day,¹ and they miss four days of work on average.²

The solution? Board-certified Times Pharmacy staff can conduct a flu clinic at your workplace at no cost to your business. Employees' medical insurance will be billed for the flu shots, which are covered by most insurance providers with zero copay. (The cost is \$35 without coverage.) Employee family members at least 18 years old are welcome as well.

For more information, visit www.timesupermarket.com/flu. Or call Vincent Royo at 808-832-8262 or email him at VincentR@times-supermarket.com. Times Pharmacy provides other vaccines at pharmacy locations, including chicken pox; hepatitis A; hepatitis B; human papillomavirus (HPV); mumps, measles, rubella (MMR); meningitis; pneumonia; tetanus diphtheria, pertussis (Tdap); typhoid fever; and shingles. You can get vaccinations in any of 12 Times Supermarket's full-service pharmacies.

Times Pharmacy is also helping people manage their diabetes with nationally accredited classes. A clinical pharmacist can help you develop a personalized plan and provide the tools and support to manage diabetes and live a healthy lifestyle. Classes are covered 100% by most insurance plans. Morning, evening, and weekend classes are held at Times Royal Kunia, Times at Kamehameha Shopping Center, Times Kailua, and Times Honokowai (Maui). To enroll on Oahu, call Kelli Kunihiro at 808-832-8265 or email her at KelliK@times-supermarket.com. On Maui, call Ryan Wilkin at 808-269-5638, or email him at RyanW@times-supermarket.com.



Clinical Pharmacist James Rexroat of Times Pharmacy Kailua

times-supermarket.com.

Another service is Medication Therapy Management, which is a comprehensive medication review. A clinical pharmacist goes over all of a patient's prescription, over-the-counter medications, and supplements to ensure everything is appropriate, effective, and safe. Times Pharmacists also educate the patient about their medications, medical conditions, and answer any questions. Times Pharmacy can also work with their doctor to help resolve issues.

Times Pharmacy's approach follows a community pharmacy model where pharmacist expertise is fully used to improve health outcomes, safety, and the cost-effective use of medications. Times has also partnered with Castle Medical Center and other organizations to bring

services and classes to places like senior centers and community centers. "The impact of pharmacists working one-on-one with patients and physicians can have a powerful effect on [maintaining] health," says Clinical Pharmacist James Rexroat of Times Pharmacy Kailua, who has been able to once again see some of his long-time customers now living in care homes. "We're trying to expand the pharmacist's role in healthcare instead of just dispensing medicine. The Times Pharmacy staff care about patients and want to take the time to work with them."

¹Arakawa, M., Sindelar, J., Paltiel, D., Economic Costs of Influenza-Related Work Absenteeism. *Value in Health*, 6, 1007-115.

²Keech, M., & Beardsworth, P. The Impact of Influenza on Working Days Lost: A Review of the Literature. *Pharmacoeconomics*, 26, 911-924.

Darigold All Natural White Cheddar

A Darigold White Cheddar ad reads, “Milk isn’t orange. So why is your cheese?” The short answer is that cheddar cheese has been dyed orange since the 1600s in England, where the practice started. The tradition of coloring cheese was carried over to the U.S. Following the consumer trend for healthier, simpler ingredients and “authentic” foods, Darigold has decided to offer All Natural White Cheddar—no artificial color added.

cattle to increase milk production.) Darigold’s White Cheddar milk is sourced close to the processing plant to keep it fresh and local.

Darigold’s White Cheddar is also made with milled curd—the true cheddar process—which delivers flavor, texture, and consistency. Considered a premium cheese, Darigold adds natural cream to its White Cheddar for more flavor, and uses a special proprietary culture blend. The cheese is selected and graded by hand, and during the non-accelerated aging process, the product is monitored and released only after reaching a stringent taste profile benchmark. White Cheddar is available in medium, sharp, and extra sharp varieties.

Whether you’re adding cheese to a main dish or serving up appetizers, you’ll want to try Darigold’s All Natural White Cheddar, which is available in 12 oz. wedges and 24 oz. blocks; shredded in 8 oz. pouches, or in slices in 8 oz. packages. Look for Darigold’s smart new packaging that matches their other dairy product packaging introduced last year.



A U.S. pioneer in the use of a bacterial removal clarifier, Darigold uses “clean milk” from farmer-owned cows, which are also rBST-free. (Recombinant bovine somatotrophin, or rBST, is a genetically engineered hormone given to dairy



Daily Bread

La Tour Bakehouse recently launched its 100% Sprouted Multigrain Organic Bread, the newest addition to its extensive line of artisan breads. A healthy alternative to white and whole grain breads, sprouted grain bread involves soaking the grains in water until they begin to sprout. They are drained, mixed, and ground before bread making. The enzymes released during sprouting break down proteins and carbs, helping make the bread low glycemic and easier to digest. Nutrients are more readily absorbed into the body and not lost during digestion.

Initially available at the Iwilei and Hawaii Kai Costcos, La Tour was hoping to launch their 100% Sprouted Multigrain Organic Bread



Be a Flu Fighter! @ WORKPLACE



\$137 in revenue is lost per day an employee is out with the flu¹

1. Akazawa, M., Sindelar, J., & Paltiel, D. Economic Costs of Influenza-Related Work Absenteeism. Value In Health, 6, 107-115.

TIMES Pharmacy will come to your workplace to administer flu shots at no cost* !

Be sure to take advantage of this convenient service – schedule now to get ready for the next flu season!

*For more info, please contact our Pharmacy Team

Vincent Royo (808) 832-8262 • VincentR@times-supermarket.com

in supermarkets as this article went to press. For more information about La Tour Bakehouse's new bread or other products, contact Trung Lam at 808-847-4600 or at trung@latour-bakehouse.com.



Henry's Hard Sodas

In January, Blitz-Weinhard Brewing Company launched two new flavors of Henry's Hard Soda, available nationally in Ginger Ale and Orange. The new flavors capitalize on recent flavored beer and craft soda growth, bringing new consumers to the beer category. A hard soda platform, Henry's features familiar flavors made with real cane sugar and a refreshing 4.2% ABV. The flavors will be available in six-packs and 16 oz. cans.

Retailers are recommended to sell both flavors, as those that do sell 3.7 times more because the Ginger Ale and Orange flavors appeal to 86% of those likely to try them. The brands are being supported with full national TV, print, and a full spectrum of digital partners like ABC, ESPN, and FOX. For more information, contact Mitchell Kan, DSM State Manager Hawaii, MillerCoors, at 949-929-6498. For distribution, contact Paradise Beverages at 808-678-4000 or visit paradisebeverages.com.

Kuba Awamori

In a tradition that goes back centuries, a distilled spirit from Okinawa, Kuba awamori, is made from a foundation of Thai indicia rice, the purest organic rice in Asia. A unique mold indigenous to Okinawa called "black Koji" is added. Similar to the peat moss in Ireland, the black koji is needed to bring the rich texture,



taste, and aroma of the awamori spirit to maturity. Kuba awamori is then aged in specially created earthenware pots called "kame." The longer it is allowed to mature, the smoother the spirit and aroma becomes.

Beginning February 1, Johnson Brothers of Hawaii will be the exclusive distributor of Kuba awamori in Hawaii. Kuba awamori is currently sold in specialty liquor stores throughout Oahu and at well-known island outlets such as Times Supermarkets, Don Quijote, Marukai, and many other local favorites. Kuba awamori will now be made available in all major retail chains and restaurants throughout the state through Johnson Brothers. To carry Kuba awamori in your retail store or restaurant, contact the Johnson Brothers order desk at 808-487-5355. The fax number is 808-485-2626. For more information about Kuba awamori, visit supplier Lotus Spirits' website at www.LotusSpirits.com.

EATING OUT

There are several new items in the foodservice sector, from local style foods to fine dining:



May's Hawaii Beef Teriyaki Meatballs

After years of coming up with different versions of a hamburger patty to expand its line, May's decided to go back to its roots. May's classic Teriyaki Beef Patties have been a Hawaii favorite for generations. Putting a twist on this classic, May's kicked off 2016 with the introduction of its new Teriyaki Meatballs for the foodservice market. The meatballs feature a high-quality beef and pork recipe that delivers a delicious overall flavor and mouth feel.

Packed with May's teriyaki flavor, the 1 oz. meatballs are packaged in two 5 lb. bags in a case. The meatballs are precooked, making it a great complementary item for foodservice menus that just requires reheating in an oven or on a stove top—perfect for delis in retail outlets.

A whole new set of applications open up with May's Teriyaki Meatballs. As a pupu, meatballs are nothing new, but can now be enjoyed without the mess of the teriyaki sauce. Or how about serving up a teriyaki meatball plate lunch with rice and mac salad, or a teriyaki meatball sub sandwich? The best part about May's classic teriyaki flavor is that it's a proven classic that can be served up in brand new ways—limited only by the imagination.

For more information, call Sarah Nguyen, Customer Development Manager, at 808-352-4763 or email her at snguyen@palamameat.com.



Minit Stop Hurricane Wedgies & Bento Bowls

If you're on Maui or Hawaii Island, the place to stop is Minit Stop, which is famous for its signature Minit Stop Fried Chicken and Monster Potato Wedgies. Now there's even more of a reason to make it a Minit Stop meal: the convenience store has expanded its line of foodservice offerings by creating Minit Stop Hurricane Wedgies, plus a whole new line of Bento Bowls.

"We've taken our signature Minit Stop Monster Potato Wedgies and cut them up into bite-sized pieces," explains Jon Miyabuchi, Minit Stop's Vice President of Retail Operations and General Manager, describing the Wedgies. "We then developed... a secret, slightly spicy "Hurricane" sauce and drizzled it over the Wedgies. We also added a sweet teriyaki sprinkle

Online Advertising to Visitors

Having fantastic products to sell is great, but you could increase sales to visitors by advertising on *Hawaii.com*. A part of the *Honolulu Star Advertiser's* diverse portfolio of publications, *Hawaii.com* is an online magazine where travelers can find exclusive articles written by award-winning travel writers, learn about upcoming events, book trips, and, most importantly, find out where to eat or buy products. According to the website, "as *Hawaii.com* grows into the destination's leading information and booking website, we are committed to supporting our partners with a large and diverse audience of travelers actively planning their next visit." The website features insider access to destinations across the islands with smart advice, compelling photography, and expert reporting on resorts, food, style,

culture, and trends.

Analytics for *Hawaii.com* show that in Internet searches for "Hawaii Vacations" or "Hawaii Travel," *Hawaii.com* enjoys over 600,000 page views by more than 125,000 unique visitors every month. The site has more than 250,000 Facebook followers, plus a presence on Twitter, Instagram, Pinterest, and Google+. Over 126,000 Club Members are reached by weekly emails featuring news, special offers, and fun, interactive games.

Part of *Hawaii.com* package benefits include having professional writers create unique content and advertorials for your business designed to drive organic Google traffic to your page or pages. For more information, contact James Avis at james@hawaii.com or at 808-391-9234 or Timothy Deegan at tim@hawaii.com or at 808-529-4368.

and topped it all off with a dusting of furikake. A new and quickly growing customer favorite, Hurricane Wedgies have been "flying out of the stores," Miyabuchi added. Hurricane Wedgies are available in a bento size of 16 pieces, a box of 32, or a party platter of 72 pieces.

Not content to stop there, Minit Stop also released a new line of Bento Bowls, which are available in five different types: Pork Bulgogi, Chicken Cutlet, Katsu Curry, Orange Chicken, and Hurricane Chicken Nuggets. All Bento Bowls come with rice and fresh steamed vegetables. Miyabuchi explained that the huge success of their regular Minit Stop Bentos inspired them to come out with the new line.

All foodservice menu items are made fresh daily and throughout the day at each store location. Minit Stop now has 17 locations, with 10 on Maui and 7 on Hawaii Island. For more information, call 808-250-2500 or visit minitstop.com. You can also follow Minit Stop on Facebook, Twitter (@MinitStop), and Instagram.

Continued on page 29

Award Winning Spirit!

PURE TASTE

Kuba Awamori Soju is a delicately handcrafted ultra-premium spirit. Distilled from wholesome Thai Indicia rice with the pristine mountain waters from Uruma, the heart of Okinawa.

Enjoyed by all ethnic cuisine enthusiasts who appreciate excellence!

For more information on carrying Kuba awamori please contact Johnson Brothers of Hawaii at (808) 487-5355

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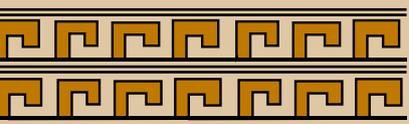
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Aristotle

in the Boardroom



Using Philosophical Arguments to Succeed in Meetings

BY JOE CURCILLO

As the sales team took their seats in the boardroom, CEO A.C. Tosser rose from his seat and began to address the staff. He introduced the new product line and explained that it will be marketed differently and will be implemented with a new commission structure. The team grumbled at the change, but Tosser explained and discussed how the next level of sales will positively affect the commissions and bonuses of the people in the room.

Then he began to direct statements to his staff.

“Mary, you could finally get that new pool you have talked about. And Fred, you will finally be able to start saving for little Fred’s college tuition.”

He continued, “If sales continue to rise, we will be implementing a program to support the local dog rescue. Ed and Anna, will I be able to get your help on that?”

“Oh, and by the way,” he added, “We are confidentially trying to arrange to hold this year’s holiday party in Las Vegas. It will depend on our mid-year totals, but I just thought you’d like to know.”

As he continued, the tone was not only a discussion, but the staff began to become excited and the room filled with energy!

A.C. Tosser understands how to motivate his staff. As a student of Greek philosophy, he knows that Aristotle’s rhetoric is as relevant today as it was 2,500 years ago. The theory advanced by Aristotle includes three categories of focus when presenting a convincing argument. They are Ethos, Logos, and Pathos.

- Ethos is the essence of your character, your charismatic appeal.
- Logos is the intellectual appeal, the logical factors or the truths that make up the foundation and structure of your presentation.
- Pathos is the emotional appeal, that which appeals to the wants and desires of the audience. It’s what they want to believe and what makes them happy.

Effective persuasion is accomplished when the speaker is able to understand the importance and depth of his own character, reason logically, and understand the emotions that motivate and inspire the listener.

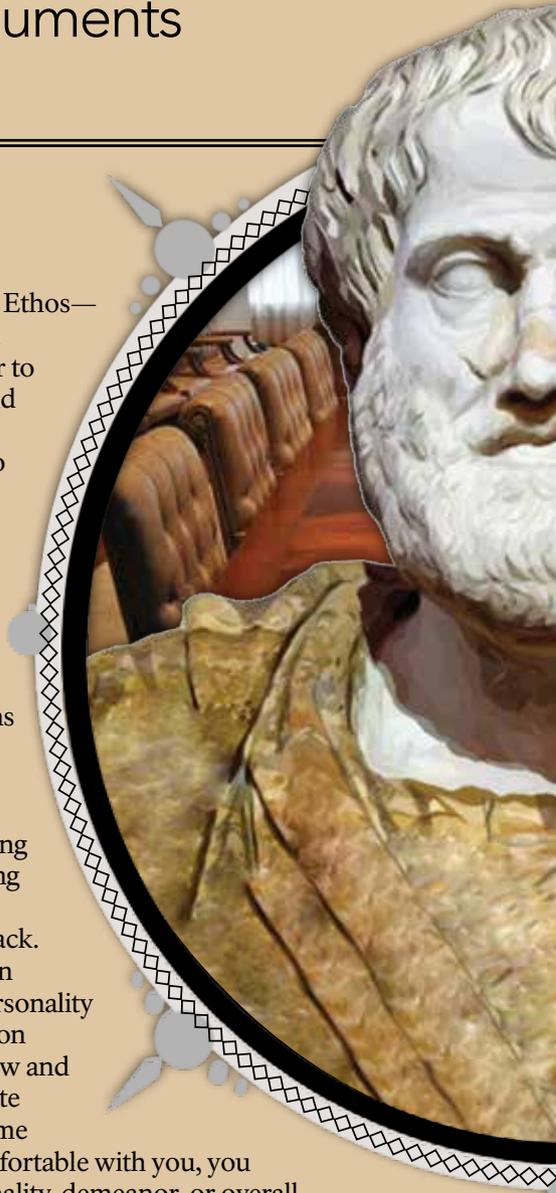
Character Appeal

Let us begin with Ethos—your character. You must have character to successfully lead and convince others to follow. There are no exceptions. It is far easier to believe the words of a good person than a bad person. Character is in many instances the most effective means of persuasion that you possess.

Tosser has built credibility by working with his team, getting to know them, and keeping them on track. If you do not remain consistent, your personality becomes a distraction that disrupts the flow and confuses the ultimate message. If every time your team gets comfortable with you, you change your personality, demeanor, or overall attitude, they will have to reconsider their position as to whether they like you or not. The mental process will then be stuck in a rut, and they will be hard pressed to give thought to your “message.”

How can you relate to your team?

- Share how you deal with rejection and the anguish of a week without a sale.
- Speak their language; be a real person. Talk to them, not down to them.
- Remind them of the team’s accomplishments.



- Remind them of your experiences as you learned and grew in the business.
- Know the products and benefits the company offers.
- Be there to assist with better ways of relating needs to customer.

At its core, the ability to trust is an emotional decision; people want to trust. If you do not have a character that people can embrace, your goal of being accepted will fail despite all the proof you can gather and all the emotion you can create.

Intellectual Appeal

Logos is the ability to present information in a coherent fashion to lead everyone to the same factual conclusion. If you give people enough acceptable and understandable information, the logical choice will be easier for them to make.

Accordingly, you give them the information they need to control their own decision-making process.

People will resist a position that is forced upon them. Education and learning are phenomenal co-pilots that allow you to guide people on the path you design; they are precursors to the logical choice. Skepticism, on the other hand, becomes a major defense mechanism that fights against the possibility

of harm, loss, or deceit. If people come to their own conclusions based on your presentations, they can freely and comfortably make an educated choice. When fear is eliminated, people are more likely to follow.

Emotional Appeal

Last, and never to be overlooked, is Pathos—the emotional state of the listener. People are much more responsive when they are happy than when they are miserable. Work on their hearts and minds in a positive

and healthy way to be the person they look to for direction.

Most people are vulnerable when they feel that their goals are not in sync with company goals, and when those weaknesses are lessened, they are more likely to follow. Take the time to find the weaknesses in those you lead. Find the positive triggers that will make them emotionally ready to hear and believe that you know best. When that is done well, everyone wins!

The goal of a leader is to lead, not direct and order people to act. The more people want to follow you, the more success you will achieve. So, how do you get people to follow you? Be a solution to their problems.

Consider spending time listening to and observing those you lead. As you mingle, chat, and observe, pay attention to the needs of the team, and lead discussions as you search for the group's mindset. Look for common truths that shape their beliefs and thoughts. Frequently question their dreams and their beliefs to find a common thread. Then, speak with a focus on herding the hearts and minds of the team to bring them together as a cohesive unit.

Find out what makes your team tick. Find new ways to learn exactly which carrots to dangle in front of their eyes.

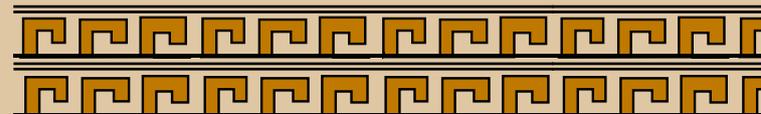
Strike a Balance

A well-structured presentation—like a well-structured argument—must contain balanced proportions of character appeal, intellectual appeal, and emotional appeal. The measurements change from person to person and from task to task. For some, success is a matter of patience and practice. For others, it will flow as if it is their birthright. For the majority of people, the art of convincing others requires a balance of their natural skills and learned techniques. The challenge will always be in finding the balance that is right for you.

When you walk into a meeting, have your facts, charts, and statistics ready, but pay attention to the room and your audience. Put your commitment to the team first. Be ready to go with the flow. Allow them to come to you and be inspired to follow.

About The Author:

Joe Curcillo, The Mindshark, is a speaker, entertainer, lawyer, and communications expert. As an Adjunct Professor at Widener University School of Law, Mr. Curcillo developed a hands-on course based on the use of storytelling as a persuasive weapon. He has been a professional entertainer helping corporations and associations improve their communication techniques since 1979. For more information on bringing Joe Curcillo in for your next event, please visit www.TheMindShark.com.





Talking Tells Story at Capitol

BY GLEE STORMONT

“**U**s local companies worry about Hawaii,” stated Derek Kurisu, HFIA Executive Committee Board Chair and EVP of KTA Super Stores, at the January HFIA Legislative Talk Story Day at the Capitol. Moderated by Kurisu, the panel discussion was held in partnership with the Hawaii Restaurant Association and consisted of representatives from HFIA, including Andy Kawano, EVP and CFO for the Sullivan Family of Companies, and Jason Higa, CEO for FCH Enterprises (Zippy’s). Tyler Roukema, owner of Outback Steakhouse Hawaii Kai, and Senator Glenn Wakai, Chair of Economic Development, also participated.

Talk Story sessions strive to keep the doors of communication open between the legislature and the food industry. It’s a way to get conversations started and plant seeds that will hopefully come to fruition to the benefit of both people and businesses in Hawaii. The prevailing themes were employees and the cost of running a busi-

ness— both keys to any successful enterprise. “The food industry is closely related to almost every industry in Hawaii,” Kurisu reminded. “People in Hawaii depend on us to provide food that is healthy and safe.”

“We tend to hire a lot of employees straight out of high school,” said Kawano, a concept that resonated with other members of the panel. “They need a lot of training, and then, though many stay, equally as many move on to other jobs.”

“At Zippy’s, we know that we will lose many of these first-time employees,” agreed Higa, “so we truly look at it as training the future workforce of the State, and that is an important function.” But it’s also an expense, the business owners conceded. They look





to the legislature as a place to help support other venues for training first-time workers.

Audience member Victor Lim, McDonald's franchise owner/operator, pointed out the further complication of new employees who do not speak English as their first language. McDonald's does have a "University" set up to train employees, but he concurs that help would be thoroughly welcomed.

Senator Wakai lauded the manufacturing bill passed last session as a place to tap into for grants that could help with employee training, while Representative Mark Nakashima mentioned workforce development boards in the DOE for the food, healthcare, and tech industries. The workforce opportunity act was also mentioned as another venue for possible funding. "Training the future workforce of the State is one of the things we're most proud of," Higa said, "But

yes, we need help."

Roukema is a classic example of an employee who started as a dishwasher and worked his way up through the job opportunities at a single organization. Not every first-time employee will end up owning a franchise, but Roukema says proudly, "I learned to work hard. Today, . . . not everyone is willing to work to increase their pay. There are plenty of opportunities, but it can't be about entitlement—it should be earned."

Everyone agreed that a basic work ethic needs to be learned; it can no longer be taken for granted. "It would be nice to have a state-funded program for the food industry like we have for the

hotel industry," mused Kurisu, while pointedly asking, "Is career education training falling between the cracks? We need to help build entrepreneurs."

A discussion followed about the minimum wage increase and how all are bracing for the impact. "There was always a way to progress up the ladder with hard work," said Higa. "That may be lost if wages start too high."

"You really can't raise the pay for the front of the house and not reciprocate to those who have already put in the work," said Roukema. He went on to explain that the cost of doing business goes up again all across the board and eventually must be paid by the consumer. Profit margins in any sector of the food industry are narrow to begin with, and forced wage increases only add to the burden.

Food waste was also a hot button issue, but Kurisu pointed out, "There is no shortage of food; we have plenty enough to feed everyone. It's really about managing food waste. We need more ways to turn our excess into value added products." Currently, food

waste goes to pig farmers for slop and excess to Aloha Harvest for donation to the needy, but further utilization is necessary. Senator Wakai spoke of his hopes to get the legislature to fund develop-



Jason Higa
FCH Enterprises

ment of a feed processor that would turn waste into food pellets to create real sustainability.

"All of us gathered here represent the choices we give consumers in how they want their food. We may even be competitors, but we all care about getting the people of Hawaii fed and supporting a thriving food industry to the benefit of all," Kurisu concluded, adding, "We are all dots. When you connect the dots, together we become the brightest star in the sky."



Andy Kawano,
EVP & CFO,
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Photo: Kalaupapa Peninsula, Moloka'i



Be Prepared with an AED

You never know when it might happen at your business. A man is at the supermarket when he suddenly falls to the floor, skin ashen, not breathing, and with no pulse. You call 911, but it could take up to 15 minutes for help to arrive. Yet, with every minute that passes, the man's chances of survival diminishes by 10%. You realize that means there are only 10 minutes before certain death.

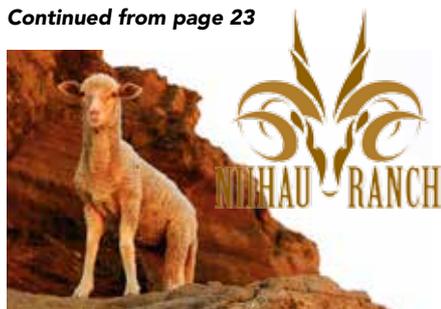
This scenario could happen anywhere or to anyone. Maybe it happens to an employee, or perhaps a child at a hotel pool. However, tragedy might be prevented if you have an Automatic External Defibrillator (AED) on the premises. Every manufacturing facility, restaurant, hotel, and store should have one handy.

AEDs are one of the easiest pieces of equipment to use and can easily bridge the dangerous gap between when a victim is discovered and when paramedics arrive. HFIA Associate Member Hawaii Critical Care Supply offers the Philips HeartStart FRx AED because of its reliability, rugged construction, ease of use, and uncompromised ability to deliver the shock of life to a heart that has stopped beating. The FRx is versatile as well, convertible to a pediatric victim under 55 pounds with the simple insertion of an easily identifiable pediatric key that comes with the unit.

Official Hawaii distributors of the Philips HeartStart FRx, Hawaii Critical Care Supply offers on-site instruction and training at no additional charge, and will provide any HFIA member an automatic 10% discount on the purchase of an FRx. Simply call Val Patacchi, President of Hawaii Critical Care Supply, at 808-478-5232, or email him at patcchi@aol.com. Patacchi now offers reliable refurbished units at substantially reduced pricing.

New Goods, Good Living

Continued from page 23



Going Upscale: Niihau Ranch Eland & Lamb

Where's the beef? Not at Niihau Ranch, but they're offering something healthier, and certainly more exotic: eland. Hawaii fine dining restaurants like Alan Wong's, 12th Avenue Grill, Bloomingdales, Square Barrels, Mala Ocean Tavern, and 808 on Main have shown great interest in eland meat since its introduction in the market last year.

The largest of the antelope family, eland are native to dry African deserts and thrive on the desert island of Niihau. A mixture of the Common and Lord Derby eland, they were brought to Niihau from Molokai Ranch in 1998 for trophy hunting. However, Niihau Ranch is now marketing eland as a premium commercial meat to help give a boost to the island's economy. Chef Alan Wong was recently quoted in *Honolulu Magazine* as saying eland meat tastes "very clean" and not gamey at all.

Eland meat has six times less fat than cattle, half the calories of beef, and is rich in many nutrients. According to Niihau Ranch, the meat has a very low amount of cholesterol, even lower than chicken breast. Some studies show that eland meat helps retard the risk of osteoarthritis by as much as half. Unlike cattle, eland do not need ranching. As they have ample food and water, they roam free on the island.

Brought from New Zealand, the original Niihau sheep were Spanish Merino, which are known for providing one of the world's finest wools. Later, Colombia rams and White Romeldale sheep were imported, giving

the sheep more size and better meat flavor. The latest import was French Merino, or Rambouillet sheep. The descendents of these sheep now free-roam in a diverse range over the 72 square miles of the island, giving the meat a unique and tantalizing flavor. Niihau has an estimated 10,000 sheep and 1,500 eland.

Because of the demand from restaurants, the Robinson's, who own Niihau, decided to make a commitment to the future of their eland and

lamb by building a processing facility on Niihau to process these animals. As a result, production has been temporarily put on hiatus, but availability will resume by April 2016. As the exclusive distributor of Niihau Ranch eland and lamb, HFM Foodservice plans to also introduce the product to the retail market. For more information, call Elden Kimura, Center of the Plate Category Manager for HFM Foodservice, at 808-843-3200, ext. 3279, or email him at ekimura@hfmfoodservice.com.

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Exiting a Business in *Style*

ADAPTED FROM BUSINESS ENTERPRISE INSTITUTE, INC.

Owners begin thinking about the exit planning process when two streams of thought begin to converge. The first stream is a feeling that you want to do something besides go to work everyday—either you would like to be someplace else—doing something else—or you simply no longer get the same kick out of doing what you are doing.

The second stream is the general awareness that you are either approaching financial independence, or making significant strides to-

ward reaching that goal, or can achieve financial independence by selling your business. When these two streams converge, thoughts flow inevitably towards exiting the business. Hopefully, when that happens, your exit plan is in place and you are actually able to leave the business when you want to.

That, in a nutshell, is the purpose of exit planning – to leave your business on your terms and on your schedule.

What kind of “exit plan” allows a business owner to leave his business in style? And, just how is one created? Of course, plans vary, but properly crafted, each exit plan has several common elements or is the result of a proven step-by-step process. Owners often best grasp these elements, or steps, when framed as questions.

What is Exit Planning?

“Exit Planning is a process that results in the creation and execution of a strategy allowing business owners to exit their businesses on their terms and conditions. It is an established process that creates a written road map, or exit plan, often involving efforts of several professionals, facilitated and led by an exit planning advisor who ensures not only the plan creation, but its timely execution.”

– John H. Brown, Author

How To Run Your Business So You Can Leave It In Style

Step 1: Exit Objectives

Have you determined your primary planning objectives in leaving the business, such as: Your desired departure date? The income you need to achieve financial security? The person to whom you want to leave the business?

“When a man does not know which harbor he is heading for, no wind is the right wind.” – *Seneca*

Step 2: Valuation and Cash Flow

Do you know how much your business is worth? Do you know what the business's future cash flow is likely to be after you leave it?

Step 3: Making the Business More Valuable

Do you know how to increase the value of your ownership interest?

Step 4: Sale to Third Party

Do you know how to sell your business to a third party in a way that will maximize your cash and minimize your tax liability?

Step 5: Transfer to Co-owners or Family

Do you know how to transfer your business to family members, co-owners, or employees while paying the least possible taxes and enjoying maximum financial security?

Step 6: Business Continuity Upon Death or Disability

Have you implemented all necessary steps to ensure that the business continues if you don't?

Step 7: Wealth Preservation Plan

Have you provided for your family's security and continuity should you die or become incapacitated?

The techniques that produce operational business success (learning from mistakes, developing a business strategy based upon experience, trial and error, and conducting business efficiently and effectively) do not guarantee a successful business departure. Unfortunately, the valuable experience owners develop over the course

Owners are entering the retirement phase of their lives and beginning to plan for what's next...

75% – Have never tried to exit a business.

...But are interested in learning more about what is involved in the exit planning process.

69% – Plan to exit in the next 10 years.

Most are in the 50-75 age range

89% – Know what they will do after they exit.

...So we have reached the critical time for these business owners to begin planning.

32% – Have discussed exiting their business with their spouse and family members.

...But not more than 15% of owners have talked to an advisor type about their future as an owner, so it's time to

start the conversation.

100% – Of business owners will stop being business owners at some point, whether they plan for that day or not.

So why do only...

38% – of respondents think they have identified all steps necessary to successfully exit their business?

8% – Have put those steps into writing

Of business owners looking to make a transition from their businesses

15% – Have hired and trained employees to take over key business responsibilities.

85% – Do not have someone who can replace their skills and/or responsibilities.

10% – Have done nothing at all.

of their business lives does not equip them to leave their businesses successfully. Experience, learning, and "trial and error" all require time—a luxury most business owners do not enjoy as they approach the end of their ownership lives. Once most owners begin to think about leaving, they want out sooner rather than later.

Instead, owners need:

- **An effective exit plan.** Base your plan on the seven steps.
- **Experienced advisors.** Choose advisors who have seen and learned from the failures and successes of other owners exiting their businesses. They should guide you through the exit process so you can avoid costly mistakes.
- **Time.** Make time an ally by starting your exit plan now.

Finally, to orchestrate a successful exit, your exit plan should be in

written form and should include an "action checklist." This checklist describes each action to be taken at each step of the exit process. It assigns responsibility for each task to a specific advisor and specifies a date by which this action must be completed.

Armed with these written tools, a team of skilled and experienced advisors, and (ideally) several years, you will optimize your chance for leaving your business in style.

For more information or consultation on exit planning, contact Marko Mijuskovic, MBA, MSIS, CExP,TM Senior Partner/Certified Exit Planner, of HFIA associate member company Wealth Strategy Partners. He can be reached at 808-695-2102 or at marko_mijuskovic@thewsp.com. Learn more by listening to his radio show on 760 AM, Wednesdays at 5:00 pm or listen online at www.HawaiiMoney-Resource.com.



Lauren Zirbel, HFIA Executive Director, Sen. Brian Taniguchi, Derek Kurisu, HFIA Chair



Rep. Joy San Buenaventura, Bonny Amemiya, aio, and Rep. Cliff Tsuji



Lauren Zirbel with Rep. Scott Nishimoto

HFIA & HRA Get to Know Legislators

PHOTOS BY JASON Y. KIMURA

Legislators can be partners in helping Hawaii's businesses, but communication and understanding of the issues are essential, as well as building relationships. Those were the ideas behind a Legislator Meet & Greet held at Square Barrels Restaurant in downtown Honolulu on February 18. HFIA partnered with the Hawaii Restaurant Association for the event, which featured pupu, beer, wine, and a lot of socializing. With two dozen state senators and representatives in attendance, it was a valuable and unique opportunity to build and strengthen relationships with policymakers in a casual, fun setting.



Rep. Cliff Tsuji and Derek Kurisu



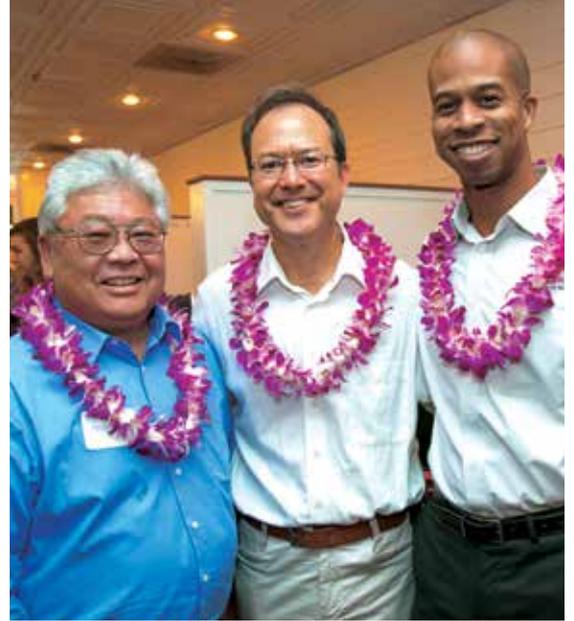
Neal Slocum, Stacey Slocum, and Lance Muranaka, Meadow Gold Dairies



Lyra Johnson, Sophos Realty, Sen. Will Espero, Paul Tower, Hawaii Renewable Resources



Colleen and Bob Paparelli, The Patisserie, Brian Nishida, Meadow Gold Dairies, and Sarah Nguyen, May's Hawaii



Representatives Richard Onishi, Tom Brower, and Justin Woodson



Rep. Beth Fukumoto, Gregg Fraser, HRA, Paul Tower, Hawaii Renewable Resources, and Samantha Haas, Wealth Strategy Partners



Rep. Marcus Oshiro, Rich Tarbin, HRA, Melissa Pavlicek, Hawaii Public Policy Advocates



Rep. Ryan Yamane, Lauren Zirbel, HFIA, Derek Kurisu, HFIA



Rep. Chris Lee, Linda Yadao, HRA, Joy Gold, guest of Meadow Gold Dairies



Anheuser-Busch table. Front: Everette Nako, Jason Shigemura, Stephen Reyes. Back: Bruce Akau, Tiffany McWhorter, Peggy Abella, Ross Matsumoto, Lyle Akazaki



Lucky number winners Kim Sakamoto, American Savings Bank, and Dwayne Fujitani, Pasha Hawaii

Beatlemania!

An HFIA Social with a Little Help from Our Friends

PHOTOS BY JASON Y. KIMURA

Over 250 HFIA members and guests came together for a Beatles throw-back evening of good food, entertainment, and networking at the 2016 HFIA Annual Social at the Honolulu Country Club. “That ‘60s Show Featuring the Beatles” was the theme for the evening, with plenty HFIA members decked out in their grooviest ‘60s attire or dressed as their favorite Beatle. However, the real thrill was not the Beatles, but the fun-loving, good-natured spirit HFIA members brought to the event. A huge mahalo goes to friends who generously supported this year’s Social with sponsorships and provided bags full of goodies for would-be Beatles and attendees alike.



Bonny Amemiya, aio, Terri Ishii, American Savings Bank



KYD table. Seated: Mel Ancheta, Bob Kline. Standing: Mike Bruce, Dexter Yamada, Chester Lee, Guy Shimabukuro



Clockwise from front: Sheldon Wright, Shane Wright, Pauline Wright, Higa Meat & Pork Market



Table centerpiece winners



Musical chairs scavenger hunt begins



ABC Stores. Seated: Jacky Uesato, Terri Min, Scott Shimogawa, Warren Ishii. Standing: Kelly Degala, Brandon Tashima, Neil Ishida, Paul Kosasa, Kevin Chung, Vincent Fong



Eddie Asato, Frito-Lay



Pasha Hawaii gang: Jason Arakaki, Shellie Hayashi, Mike Ohashi, Bryson Kihara, Dwayne Fujitani



Young's Market table. Seated: Mark Poynter, Tony Amaranto, Dawna Haze. Standing: Huy Nguyen, John Erickson, Hugh Duncan; Becky Spray



Randy Tsushima, Mike Nakamura, Gabe Lee, American Savings Bank



Presenting Sponsor American Savings Bank



Seated: Derek Iha, Carlos Baez, Ashley Morrow, Times Supermarkets. Standing: Floyd Mikasa, Times, Chris Villanueva, Natalia Lagmay, Corey Robertson, Keith Kiyotoki, Young Brothers.



May's Hawaii table. Seated: Wade Char, Patti and Ryan Day, Meryl Hanagami. Standing: Rose Char, Ross Yamaguchi, Fely Asato, Kevin Oguma, Gary Hanagami, Sarah Nguyen, Phil Nguyen



Greg Morishige, Vera Yamamoto, Walt Torrence, Swoish Produce



Clockwise from front: Joy Oda, Higa Meat & Pork Market, Georgeanne Kurisu, KTA, Todd Oda, Higa, Derek Kurisu, KTA.



Jennifer Dorman, Barry Redmayne, and Charlene Gray, Trade Publishing, Samantha Haas, Wealth Strategy Partners

2016 HFIA Social Sponsors That '60s Show Featuring the Beatles



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Gifts, prizes, and beverages were donated by ABC Stores, Aloha Marine Lines, Aloha Shoyu, Anheuser-Busch, Avis/Budget, Coca-Cola, ConAgra, Diamond Bakery, First Insurance, Five-O Marketing, Five Star Distribution, Frito-Lay, Hawaiian Airlines, Harbour Brokerage, HFA, HFM, Higa Foodservice, Ito-En, Lotus Spirits, LLC, Malolo Beverages, Meadow Gold Dairies, Palama Holdings, LLC, Pepsi, Pint Size, Punaluu Bake Shop, Rainbow Sales & Marketing, S&K Sales Co., Southern Wine & Spirits, The Orchid Lei Co., Unified Grocers, and Zippy's.



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THE LAST WORD

BY LAUREN ZIRBEL

It's been a busy few months since our last *Hawaii Retail Grocer* magazine. On a personal note, Doug and I welcomed our first-born son into the world on November 11! Stone West Marsh was able to attend HFIA's annual social in January and is already excited to be a part of the HFIA ohana! We are very lucky that HFIA continues to cultivate a strong family of positive individuals who look to change policy, grow educational opportunities, and have a good time.

Following the success of HFIA's After Hours mixer in October, which we used to promote the Made in Hawaii brand and many of our local member companies, HFIA's Government Relations Committee (GRC) met on January 14 to develop and vote on HFIA's 2016 Legislative Package. We voted to include supporting measures that help manufacturing; buying and growing local food; reducing and—at a minimum—not increasing taxes on food and beverages; encouraging the use of reusable bags; and promoting rather than eliminating employer flexibility.

The GRC voted to oppose such harmful measures as mandatory paid sick leave; further increasing the minimum wage; GET tax increases; bans and increased taxes on consumer items; raiding of the deposit beverage container fund or expanding the deposit beverage container fee; labeling mandates; and a host of other negative legislative proposals that generally come up every session.

Our GRC meeting was followed by HFIA's Legislative Talk Story Day at the State Capitol panel discussion. The following members served as expert



panelists: Andy Kawano, EVP & CFO of Sullivan Family of Companies, Derek Kurisu, EVP of KTA Super Stores, and Jason Higa, CEO of Zippy's. Our discussion was so productive that we had a follow-up meeting with Representative Mark Nakashima, House of Representatives Chair of the Labor Committee, to introduce legislation as a direct result of comments made by our panelists. Good job team!

Thanks to the vision of HFIA Chair Derek Kurisu, HFIA held its first ever Legislator Meet and Greet event on February 18. We are excited that a large number of legislators attended this event, and that it was a good opportunity for our members to get to know policymakers and for policymakers to learn more about our members' businesses.

Don't forget to register for the 23rd annual HFIA Golf Tournament on Friday, April 1 at the Honolulu Country Club. What better way is there to support HFIA as the leading advocate for Hawaii's food and beverage industry than by spending a relaxing day on the green with other amazing HFIA members? Looking forward to seeing you there!



Legislative Update

Continued from page 7

Food Waste

HFIA submitted comments on HB2648, which establishes a phased reduction of food waste in the municipal solid waste stream and creates an advisory committee to evaluate solid waste infrastructure needs. We believe it is premature to establish recycling quotas prior to the establishment of an advisory committee. It passed with amendments that HFIA supports from EEP on February 11.

911 Surcharge

SB2805 establishes a prepaid wireless E911 surcharge of 66 cents per retail transaction of prepaid wireless telecommunications service at the point-of-sale and allows sellers to deduct and retain 3% of the surcharge that is collected. We submitted testimony in opposition because the 3% is not enough to cover retailers' expenses in collecting the surcharge, and retailers are opposed to this funding source due to the administrative burdens associated with it. The Committee on Consumer Protection & Health passed it with amendments on February 11.

Polystyrene (County of Hawaii)

We strongly oppose Bill 140, which seeks to ban the sale and use of polystyrene containers in the County of Hawaii. It was heard on February 16. HFIA contacted local food establishments on Hawaii Island and sent out an action alert to members and affected businesses asking them to submit testimony in opposition.

Thank you to all of you who have participated in our GRC and thank you to all HFIA members for supporting HFIA and making our advocacy efforts possible.



Locally owned and operated, we're humbled and honored to be celebrating our Centennial anniversary of serving the community.

Thanks to You!
Our Hawai'i Island 'ohana.

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