

Hawaii

HOLIDAY 2011

Retail Grocer

the magazine of the hawaii food industry association



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New Committees
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The Chair's Message

BY BONNY AMEMIYA



Aloha Kakou!

If you've attended our meetings recently, you may have noticed that HFIA has been alternating board meetings and general membership meetings over the past few months. To clarify the difference, board meetings are used to discuss and vote on association business, although board members are welcome to invite guests at any time. At our general membership meetings, we welcome all members and their guests, and these are excellent opportunities for networking, member feedback, and dialogue.

You may have also noticed that we've incorporated an educational element in every meeting. In September, First Insurance Company of Hawaii, Ltd., gave a presentation on loss prevention in the workplace. In October, Lauren Zirbel walked us through the Hawaii legislative process; HFIA's new internal process for its Government Relations and Advocacy Committee ("GRC"); and bills we need to take action on prior to the start of the 2012 session. Our November meeting will include a presentation by S.E.A. Enterprises, a BBB-accredited coupon redemption service that has received high marks from one of our HFIA retail members.

Our Fall Education Forum was held on November 9. Under the leadership of John Schilf of Foodland, we were pleased to bring you Jeri Kahana from the Department of Ag to bring you up to date on COOL requirements; Gwenna Owens from the Department of Education to explain the DOE's nutrition policy and the impact on family shopping needs; and a special presentation by Professor Carl Bonham, Executive Director of UHERO (University of Hawaii Economic Research Organization), on Hawaii's 2012 economic outlook. Finally, John Erickson of Frito-Lay provided us with a unique opportunity to tour his new distribution facility in Waipahu, where we got a first-hand look at the design elements of Gold LEED Certification and the justification for going green. The cost of this event was \$30, but HFIA members were allowed to bring up to four people at no extra charge.

Gratitude is the memory of the heart.

—Jean-Baptiste Massieu

Mark your calendars for HFIA's Annual Social, scheduled for Thursday, January 19 at the Honolulu Country Club. This year's theme is the "Wizard of Oz," so gather your employees, put your creative hats on, and plan to come dressed as your favorite characters. We'll be celebrating the new year with good food, good company, great prizes, and psychics who will read your fortune. Be sure to include your employees in this event, as it's a great way to say 'thank you' and kick-off 2012 on a positive note!

Reporting now on our internal progress—through the diligent efforts of our standing committee chairs, co-chairs and committee members, we've completed "Phase I" in establishing a well-balanced organizational foundation upon which we can strategically build HFIA's effectiveness. The four committee charters (structured specifically around our mission to actively

The happiness of life is made up of little things
— a smile, a helping hand, a caring heart, a
word of praise, a moment of shared laughter.
We are most alive in those moments when our
hearts are conscious of our treasures.

—Thornton Wilder

promote 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), have been written and the committees have been formed. Critical elements of the new structure are in place.

Our "Phase II" focus now is bringing people and information together, strengthening our network, and investing in resources where they are needed. Under the thoughtful leadership of our Executive Committee members, renewed commitment from our Board of Directors, and the growing participation of HFIA members (the 'heart' of our organization), we are evolving into an engaged and effective organization that we can all be proud of.

As we ramp up for the 2012 legislative session, our GRC is working on adding a website tool that will allow members and their employees to easily take action on important legislative bills. Our goal is to encourage members' employee participation to increase the volume of our legislative voice on the measures that impact our businesses. Lauren's collaboration with the Chamber of Commerce on business issues is proving to be an effective partnership for us and an added value for our members.

As you can see, there are many good reasons to be an HFIA member today, and we continue to work hard to improve the association for your benefit. I am grateful for the support of the many members who have stepped up and taken on leadership roles within HFIA. Your participation and commitment has been invaluable!

Finally, as we go to press, we are continuing our search for a permanent Executive Director to replace Gary Hanagami, who took a position with Palama Holdings LLC in September. In response, Lauren Zirbel has taken on the position of Interim Executive Director, and Gary has moved into an Executive Committee advisory role to assist with the transition. We have been pleased to receive applications from a number of qualified applicants, and by the time this issue is published, we hope to have a decision made and the Executive Director's position filled.

As we enter the holidays and celebrate the season of Thanksgiving, let us be grateful for our many blessings — for our loyal customers and dedicated employees who work hard to keep them coming back, for lively competition that challenges us to improve, for the support and encouragement of family, friends, and business associates, and for the ability to find joy in the "little things" in life.

With sincere gratitude and aloha,
Bonny Amemiya

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The Magazine of the Hawaii Food Industry Association

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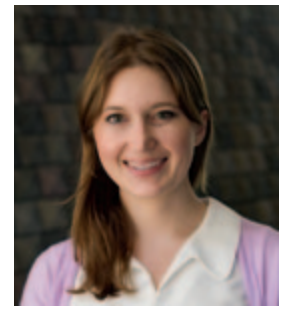
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Legislative Update

BY LAUREN ZIRBEL



With the 2012 Legislative Session fast approaching, HFIA has kept busy with several important developments on the federal, state, and county levels. In addition to keeping on top of the issues highlighted below, HFIA is preparing for enhanced member participation in this year's state legislative process with a reorganized Government Relations and Advocacy Committee, which is fearlessly led by HFIA Vice Chair Alan Nakamura; an improved website to make member communication with their legislators as easy as possible; and a strong spirit of cooperation to benefit the collective interests of HFIA members.

HFIA Urges U.S. House Members to Oppose H.R. 3156

Just weeks after the protections allowed under debit swipe reforms were implemented, the U.S. House of Representatives, namely U.S. Representatives Jason Chaffetz (R-UT) and Bill Owens (D-NY), introduced a bill to rob consumers of recently negotiated and extremely reasonable debit card swipe fee reforms.

American consumers and businesses pay the highest swipe fees in the world. According to the National Association of Convenience Stores, swipe fees cost Americans \$50 billion a year. Businesses have seen swipe fees rise faster than any other expense in the last decade – even faster than ballooning health care costs.

U.S. Senator Dick Durbin and consumers across the nation banded together to provide some relief to the American people from this fleecing of the economy by large banks, many of which were recently bailed out by American taxpayers.

The Durbin Amendment is an addendum to the Dodd-Frank Financial Reform and Consumer Protection Act passed by Congress in 2010. It expands the Federal Reserve's power to set interchange fees related to debit card

transaction processing. The goal of the amendment is to spur economic growth with lower fees because lower fees translate to retailers offering lower prices, thus increasing consumer spending.

Because of these reforms, fees that were once hidden are now transparent. This transparency is good for competition and should be expanded to credit cards. Under the Durbin Amendment, credit cards are unaffected, and as such, banks will continue to get almost 2% of each transaction price.

Given announcements by Bank of America and Citigroup that they will begin imposing new banking fees on their customers, U.S. Representative Peter Welch and four House members have rightly called on Attorney General Eric Holder to investigate whether the fee strategies of the big banks violate federal antitrust laws.

HFIA has submitted letters to both of Hawaii's U.S. Representatives, Congresswoman Mazie Hirono and Congresswoman Colleen Hanabusa, voicing our opposition to H.R. 3156 and any attempt to water down debit fee reforms. We encourage our members to contact their Representative and let their voices be heard!

Bill 17: Big Island Plastic Bag Ban

HFIA continues to educate council members by reaching out to our Big Island members about the implications of this plastic bag ban bill. All evidence points to the fact that, as written, this bill will raise costs for consumers. The next public hearing is in Papa'aloa on October 27. Kona will have a public hearing on the bill on November 15. It is likely that the bill will go to a final vote before the Hawaii County Council on November 16. Please join us in submitting testimony for these public hearings and Council hearings by sending your comments on Bill 17, Draft 2, to

counciltestimony@co.hawaii.hi.us.

HFIA is proposing a different solution in the form of a fee bill. This will actually reduce the number of single use bags and increase the number of consumers that bring reusable bags – as opposed to a plastic bag ban bill, which will simply result in a shift to paper bags and an increase in prices.

Thanks to all of our members for supporting HFIA and making the voice of the Food Industry strong. I wish you all a very happy holiday season!



Listeria Outbreak in Cantaloupes

BY PHIL LEMPERT, THE SUPERMARKET GURU®

the bacteria. It's also useful to use a produce brush to get into the nooks and crannies on something like a cantaloupe. Many consumers choose to purchase produce from farmer's markets, where they can ask questions directly of the person that is growing their food. Highlighting locally grown foods is also gaining popularity in supermarkets. What about you? Any tricks or tips you might have?

There have been two large recalls in the produce world – lettuce (specifically, chopped romaine for restaurants) and cantaloupe – due to possible listeria outbreaks. As you know, the cantaloupe recall/listeria outbreak made national headlines. As of this writing, 133 people have confirmed cases of listeria occurring across 26 states; 28 of those cases have proved to be fatal, making it the deadliest food outbreak in a decade. Those most at risk are the elderly, pregnant women, and those with weakened immune systems, (for example, transplant recipients and people undergoing chemotherapy).

Due to the complexity of the produce distribution food chain, it is nearly impossible to identify which supermarkets carry these products. However, the brand on the label is Rocky Ford, so if you have this product in your home, the CDC and FDA are telling consumers to discard these or any cantaloupes they have if they are unsure of where they came from.

What can we do to protect ourselves from food-borne outbreaks? Wash – everything! And don't forget, it's easier to clean a smooth surfaced item like a honey dew or watermelon than a roughly textured cantaloupe – there are more nooks and crannies for bacteria to hide out in! Always wash your produce before you slice it – once a knife goes through the skin into the meat, it is already infected and won't wash off. Water removes the dirt, but not bacteria. Always use a fruit/vegetable spray or wash – they are citric acid, not soap based, and will effectively clean your produce.

Symptoms of listeria include fever, muscle aches, diarrhea or other gastrointestinal problems, headache, stiff neck, confusion, loss of balance, and convulsions. Pregnant women typically experience mild flu-like symptoms, but infections during pregnancy can lead to miscarriage, still birth, premature delivery, or life-threatening infection to the newborn. Remember, do not take chances when it comes to food safety. Seek medical attention if you are experiencing any of these symptoms.

Editor's note: Other recalls have since ensued, including for romaine lettuce, F&E Washed Spinach, capelin roe, and Nike All-American Sandwich. Take heed to all recall notices in the news.

Farm to fork is an extremely convoluted process, especially in produce, and the recent listeria cantaloupe outbreak demonstrates this to a tee. Although the exact farm the cantaloupe came from was identified as Jensen Farms in Colorado, the rest – where the cantaloupe ended up – is just a blur.

Why? Well, in general, the produce on the dinner table may make four or five stops before it reaches the plate. First is the field, then the packing house where it's cleaned and packaged. It may even stop at a processor where it is further cut or bagged, and then to the distributor who sells the produce in large quantities to various retailers. Before it hits the store, it ends up in the retail distribution center where it's sent out to various stores. Finally it's stacked on display at the grocery store. And that's just the trip for domestic produce...you can only imagine what imported produce goes through.

Listeria is just one of many bacteria that has caused food safety nightmares. It's a bacteria found in soil and water. If ingested, it can cause fever, muscle aches, gastrointestinal symptoms, and even death. According to a recently published study by British medical researchers, as many as 20% of Americans – that's 60 million people – are more vulnerable to food-borne illnesses due to age or health conditions that affect their immune systems.

So how should you take care of your produce to avoid a food-borne illness? First make sure you wash the fruit or vegetable thoroughly before you cut it. You can use produce sprays which are not soap, but citrus based – the acid kills

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Consumer Price Index Reinforces Trouble Ahead

BY PHIL LEMPert, THE SUPERMARKET GURU®

Two thousand and eleven brought us higher food prices at unprecedented levels, crops and livestock destroyed by global weather catastrophes, nations at war over the lack of food supplies, and more food recalls from unique points of origin – all of which has built a foundation for what may be one of the most exciting and game-changing years in the 2012 food world.

With October's release of the September Consumer Price Index (CPI) numbers came more bad news. Food and Beverage expenditures in the CPI-U (CPI for all urban consumers) measured a 4.5% increase over 2011 September's numbers. But the more troubling number is the Food at Home report that showed an increase of 6.6% for the 12 months and a 0.6% increase over August.

The CPI also reported a 12-month increase for gasoline (all types) at a whopping 33.3% – clearly a factor in the rising food prices. The other categories of concern included Fats & Oils (up 11.3%) and Dairy and related products (up 10.2%) for the 12 month period.

Retailers must be concerned about the impact these increases will have on

shoppers' holiday planning. Expect to see smaller parties with less guests and perhaps even smaller portion sizes and assortments. Although difficult to manage, it may well be an opportunity to offer special discounts

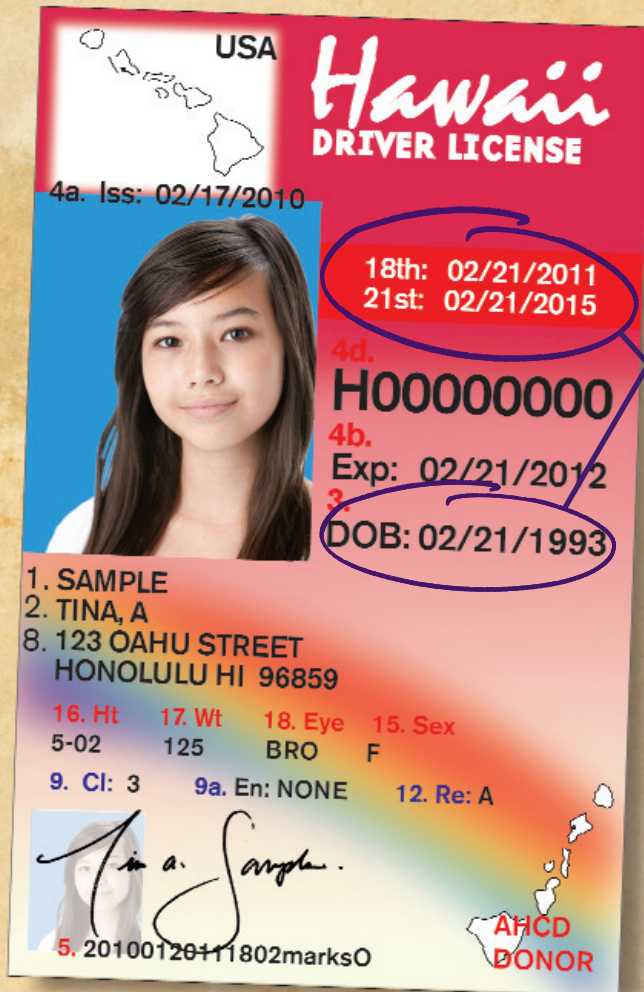
or group buying benefits to maintain customer counts and sales as these shoppers choose what retail outlets to frequent from Halloween through the Super Bowl.

There is little doubt that in the coming years, we will continue to see food prices rise based on environmental conditions, as well as offsetting higher production costs. Many of the savings tactics most shoppers deployed in 2007 as the recession began are still being used each time they shop for groceries – using coupons, frequent shopper cards, shopping lists, shopping at non-traditional foods stores, and even trading down their choices to less expensive brands are part of the regular routine. We also expect consumers to shave costs this holiday season by augmenting their recipes by decreasing the amount of the more expensive meats and seafoods and adding more non-meat proteins that are filling and less expensive, including whole-wheat pasta, tofu, lentils, brown rice, and vegetables.

Besides making ends meet, perhaps these higher prices will even force Americans to finally slim down.



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Chocolate In A New Light

BY PHIL LEMPert, THE SUPERMARKET GURU®



Sweets often get a bad rap, and for good reason, but there are some sweets that are worth a second look. Not surprisingly, chocolate is one of them. A recent study of over 33,000 Swedish women found that the more chocolate women said they ate, the lower their later risk of stroke.

The results of this study add to a growing body of evidence linking cocoa consumption and cardiovascular health. Other studies have demonstrated a blood pressure-lowering effect – as well as an LDL-lowering affect of consuming cocoa – both risk factors for stroke. Researchers do reveal that the observational design of their study limits the direct connection between chocolate and decreased

stroke risk, but they definitely believe there is a link.

Chocolate comes in many different packages, combinations, and formulations, and as expected, all chocolate products are not created equal. The best choices include those with over 70% cocoa and less sugar and other ingredients that are typically found in chocolate bars at the checkout. The higher the percentage of cocoa, the higher the flavanols, antioxidants, and nutrients the chocolate bar contains.

So where is most of the chocolate sold in the supermarket? At the checkout or candy aisle. Most who are health conscious or trying to steer away from candy turn their head at the checkout and wouldn't dare step foot into the candy aisle, so it's time to merchandise chocolate – specifically dark chocolate – with other health food in center aisles, which are also currently struggling with low traffic. Create a heart healthy section stocked with whole grains, great oils, seasonal fruits and veggies – and chocolate, topped off with videos or QR codes that explain the benefits of each food in the section.

Giving chocolate and the center aisles a new light is sure to interest customers and draw traffic and purchases.

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

A Collection of Local & National News & Views...

DID YOU KNOW... According to a September 22 article in the *Honolulu Star Advertiser*, "A financially struggling slaughterhouse on Oahu, indebted to taxpayers, has been further imperiled after the two largest *kama'aina* supermarket chains decided to quit selling pork from hogs shipped live to Hawaii from the mainland." The World Society for the Protection of Animals supports these two supermarkets' changed policy. The slaughterhouse received \$750,000 to sustain its operations from the State in the last legislative session. The *Star Advertiser* stated that since this decision is projected to cause a 15% loss in business to the slaughterhouse, which estimated they would now have to lay off 14 employees, there is concern that this may cut off the supply of fresh pork to Chinatown markets.

NEW ADMINISTRATIVE LEADERSHIP... is underway in Hawaii as the Governor received letters of resignation from his Chief of Staff, Amy Asselbaye, his Deputy Chief of Staff, Andrew Aoki, his Communications Director, Josh Levinson, and his Deputy Communication Director, Laurie Au. Among the reasons cited for this exodus of young talent in the *Star Advertiser's* article published on October 7 is that the Governor was unable to find key stakeholders to support some of his legislative proposals, including some that HFIA opposes. HFIA opposed the soda liquor taxes during the last legislative session as an unfair attack on the food and beverage industry, which employs many Hawaii residents and is struggling to survive in a difficult economy.

NEW PACKAGING... from Anheuser-Busch are the new Hoegaarden and Leffe Blonde 750ml bottles. It's a big new way to enjoy two distinct Belgian brews,...and are perfect for sharing with family and friends. Launched in September, they can enhance in-store displays and make excellent holiday gifts...the 750ml bottle growth in the segment is significant – up nearly 17% in 2010 – as consumers seek out new options that allow for sampling of growing import brands like Hoegaarden and Leffe Blonde. According to A-B, these 750ml bottles will give your account a high-margin SKU in the single-serve space...**ALSO FROM ANHEUSER-BUSCH...**the original Stella Artois 750ml embossed bottle is back for a limited time. This iconic bottle elevates any holiday occasion and is perfect for sharing with family and friends. In-store, it enhances any holiday display and is perfect for gift giving. The back label tells the story of the brand's holiday origins....

...continued on page 12



DID YOU KNOW... that according to *Food Marketing Institutes Daily Leads*, the Massachusetts Department of Public Health has been awarded a \$1.7 million federal grant to launch pilot programs to fight obesity in children ages 2 to 12. The pilot will allow doctors to provide training to people who work with low income families in the federally funded health and nutrition program commonly referred to as WIC (Women, Infants, and Children).

NORTHERN IRELAND TO IMPLEMENT SINGLE USE BAG TAX... Belfast is proposing to implement a national 10p fee per bag by the end of 2013. The decision came after the Department of Environment's budget was cut by 4 million to fund the Green New Deal earlier this year. They are estimating that the minimum levy amount of 10p per bag will raise 3.8 million.

DID YOU HEAR... *The Wall Street Journal* reported that grocery stores have started utilizing more smartphone technology to drive purchases. Shoppers have started using mobile phones to comparison shop. Supermarkets are developing apps, bar codes like Quick Response (QR) codes, and other technologies to lower costs and increase sales. Ahold USA launched a pilot program which allows customers to use an iPhone app to scan bar codes of products while shopping, essentially checking out while putting items into their cart. The app connects to the shopper's loyalty card for instant discounts or rewards. Customers loved the app and Ahold is expanding the pilot to 18 stores.

FRONT NUTRITION LABELING...

Drug Store News reports that in Michigan, Spartan Store's Spartan brand packaging now will include front-of-the-packaging nutrition icons to help busy consumers make informed decisions when they shop. The new labels support the voluntary Facts Up Front nutrition

labeling system designed by the

Food Marketing Institute (FMI) and the Grocery Manufacturing Association (GMA). Both FMI and GMA are affiliates of HFIA.



DOLE AND BLUEBERRIES... Dole announced it acquired the parent company of blueberry provider SunnyRidge Farm, Inc. This move will expand Dole's produce offerings. "Blueberries and blackberries are some of the fastest growing items in the produce category," President and Chief Executive David A. DeLorenzo said.

LOCAL MOTION... according to *Phil Lempert Supermarket Guru*, shopping local is a purposeful national trend. The Lempert Report conducted a poll to see if consumers are actually seeking out locally grown foods.... the results were a resounding YES! Sixty-eight percent of consumers say they buy locally grown foods whenever they are available. Most often, consumers cited supporting local farmers and helping the local economy as the two main reasons they are motivated to buy locally grown foods – followed by "better taste" and "higher quality."

DID YOU KNOW... that retail crime is on the rise? According to a National Association of Convenience Stores poll, more than half of respondents reported an increase in the frequency with which organized rings committed shoplifting, and 41% saw an increase in shoplifting by individuals acting alone. On the bright side, robberies at convenience stores fell 14%.

ON A FINAL NOTE, if you have information regarding your company, a product, or event you want promoted, please pass it along and HFIA will consider including your piece in our Dot...Dot...Dot column!

A hui hou kakou malama pono.



New Members

PALAMA HOLDINGS LLC

PROFILE: Palama Holdings LLC is a fully integrated food manufacturing and distribution company. Its roots date back to 1952, when the Palama Meat Company was established. Today, May's Hawaii, Hawaii Gourmet, Palama Meat Company, and Hawaiian Warrior Jerky brands are under the umbrella of Palama Holdings LLC. In the early 2000s, the company moved to Kapolei and built a specially designed HACCP facility to manufacture its premium line of pre-marinated products and store other products which it distributes.



REASON FOR JOINING HFIA: Palama Holding's new Vice President and General Manager of Branded and Retail Sales is Gary Hanagami, erstwhile Executive Director of HFIA.

UNIQUE TO THE COMPANY: In 1967, while looking for additional uses for ground beef, then owner Donald Lau seasoned beef with "secret spices," formed it into patties,

and then froze them. The new product was a resounding success, and Lau named the brand after his daughter, Donna May Lau.

The May's brand expanded from the original Teriyaki Beef Patty into a full line of popular items, such as Teriyaki Chicken, Teriyaki Beef, Kalbi Beef Short Ribs, Chicken Katsu, and Kalua Pork, and its products are served at just about any fast food joint, roadside diner, mom and pop restaurant, and lunch wagon in the islands. Today, May's is considered Hawaii's "original teriyaki marinated meats," combining a sweet, delicate, Pacific Rim taste with a special Hawaiian twist. May's expanding line of pre-marinated meats are a comfort food – "local grinds" – for "locals" here and on the mainland, and are no longer served only for parties and weekend barbeques; they've become the choice of many for the family meal.

LOCATION & SERVICE AREA: Statewide in Hawaii, plus in California, Washington, Nevada, and Arizona.

CONTACT INFORMATION

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A WAFC PROGRAM FOR PROMOTION

The Western Association of Food Chains (WAFC) held a special advisory meeting on the Retail Management Certificate Program. Food industry leaders and representatives from the University of Hawaii's community colleges attended the September 9 meeting, which was hosted by Hansen Distribution.

Cherie Phipps, WAFC Education Director, flew in from Santa Ana, California, to lead the meeting. Phipps gave an overview of the Retail Management Certificate Program and presented a multi-state report that gave statistics showing the number of graduates by state and detailed characteristics of certificate holders. Community college representatives also outlined their role in teaching the courses and the mechanics involved in earning credits.

Out of discussions at the meeting, a Retail Management Certificate Program flier was developed for posting at companies and for handing out to employees who may be potential enrollees. The fliers are available by contacting Lauren Zirbel, Interim HFIA Executive Director, or Nancy China at 808-533-1292 ext. 1 or ext. 2 respectively. Lauren and Nancy may also be contacted by email at laurenzirbel@gmail.com or nancychina808@gmail.com. The next WAFC advisory meeting will be held in the Spring of 2012. The date, time, and location will be announced.



(Left to right) Cherie Phipps, WAFC Education Director; John Schilf, Foodland Director of Meat/Seafood and General Merchandise (HFIA Secretary and Chair of the Education Committee); Kary Morihara, Foodland Director of Training & Development; Nam Collins, C&S HR Manager; Deborah Silva, Safeway Employee Representative; Chris Bannister, Safeway Store Manager; and Darise Marino, Safeway HR Representative.





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THE CHEFS



Chef Belinda Boling of Whole Foods Market presents her Holiday Steak and Mashed Molokai Sweet Potatoes.

On the cover and opposite page: Chef Matt Holmes of Times Supermarkets.

OF HFIA

BY JASON Y. KIMURA

It's all about the food.

Well, it's about family too, but in Hawaii, food is the focal point of family traditions extending from Thanksgiving all the way to the Super Bowl. It brings people together at family gatherings and parties, and helps us connect with others, and the overabundance of the typical family get-together is just our way of showing our love for one another.

In many ways, the members of HFIA are a community within the larger community that makes up our island state. Although members are often competitors in the commercial world, or represent different ends of the food industry like our wholesalers and retailers, members can still come together like family to celebrate the holidays. In fact, we hope to create a holiday tradition by allowing the chefs of HFIA to share their favorite holiday recipes. This year, four HFIA-member company chefs have come up with their suggestions for a sumptuous holiday meal.

Featured on the cover of this issue of *Hawaii Retail Grocer* is Chef Matt Holmes of Times Supermarkets with his Guava Glazed Ham and Glazed Kabocha & Ginger Bread Pudding dessert. Holmes, who grew up near Boston, was hooked on cooking since he wasn't much bigger than a tater tot. The first thing he learned to cook was French toast at age 7, and by age 10, he was cooking dinners for his family. When he was a kid, stores were giving out "green stamps," similar to the Royal Stamps Times Supermarkets used to give out with purchases. Like other kids, Matt collected these, but instead of trading them in for a toy, he got a deep fryer.

Holmes started working at age 15 in a small diner, where he was a short order breakfast cook/dishwasher. He became a crew trainer at McDonald's a year later, then made a move to Chili's in 1987 when it was a new concept, and was kitchen manager by the time he was 18 years old. Holmes's first "real" experience as chef was at a top-notch French restaurant in Providence, Rhode Island, featured in *Bon Apétit* magazine and patronized by the powerful and influential. He started as a waiter, but worked his way into the kitchen, where he was trained by both the executive chef and pastry chef.

After he left the French restaurant, Holmes admits he got off track for a while making a lot of money as a waiter in a family-style restaurant. He then moved to Hawaii on a whim at age 23—his best friend got a job here—and Holmes bounced

around for a while trying to find one of his own. He met Sam Choy, who introduced him to his chef; there were no positions available, but was referred to Nick's Fishmarket. Holmes landed a job in the pantry—a strength of his—and was working for five hours before he even met the chef. Within a month, Holmes was promoted to sous chef, and his love of cooking was reignited. After two years, he went to Sorrentos, where Chef Donato Loperfido offered him a sous chef position.

When Donato opened his restaurant in Kalaha, Holmes joined him and ran the kitchen. After a year and a half, burn out drove Holmes to a job at a high end food brokerage company, but later he became chef at C&C Pasta Co., a small Italian eatery in Kaimuki. After two and a half years of success, he took a break from cooking (after a while, chefs hit the wall, he says). After six months, Holmes got back on track and opened Lyle Fujioka's Formaggio. Fujioka later sold Times Supermarkets on the idea of hiring Holmes as a corporate chef. That was seven years ago. When he started, Times had 12 stores; now there's 25 across three islands, including Fujioka's Wine Times, Shima's Supermarket, and Big Save. "It's the most challenging job I've ever had," says Holmes, who is now Director of Kitchen Operations, and is in charge of advertising, promotions, menu development, employee training, profit and loss buying, implementing new programs, and the overall direction of his department. "The food service program is based on keeping everything restaurant quality," he says. Holmes is also involved in catering, wine dinners at Fujioka's, and corporate parties.

It seems Holmes just might be too busy to cook Thanksgiving or Christmas dinner for you, but we have the next best thing—his Guava Glazed Ham and Glazed Kabocha & Ginger Bread Pudding recipes:





Guava Glazed Ham

Chef Matt Holmes, Times Supermarkets

INGREDIENTS

Ham

- 15 pound cooked ham*
- 2 cups water

Glaze

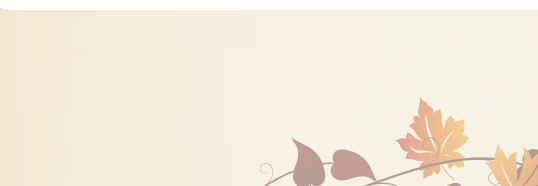
- 1 jar guava jam (18oz)
- 1 can guava nectar (12oz)
- ½ cup Lehua honey
- ½ cup brown sugar
- 4 Ka'u oranges (juiced);

- reserve for garnish
- 1/8 cup dry sherry
- ¼ cup soy sauce (Yamasa)
- ¼ cup oyster sauce
- 1/8 cup molasses
- ½ cup red wine vinegar
- 1 Tbsp dry mustard

**Any type of ham (shank, spiral) may be used, including uncooked, as long as the proper temperatures are observed.*

DIRECTIONS

1. Combine ingredients for glaze in a large sauce pan and mix well.
2. Cook at a low temperature until the mix has reached a glaze-like consistency. Remove from stove top and set aside.
3. Place ham and water into a large baking dish and seal with aluminum foil and place into a 350 degree oven for 35 minutes or until the ham reaches an internal temperature of 140 degrees.
4. Remove ham from oven and score surface in a diamond pattern with a paring knife about ¾" deep. Stud ham with cloves.
5. Cover ham with glaze thoroughly and place in oven. Cook for 10 minutes and remove from oven and baste with juices in the bottom of the roasting pan. Place in oven for an additional 10 minutes. Continue this process until all of the juices have evaporated or until the desired color is reached. Internal temperature should be 165 degrees.
6. Place any remaining juices in a sauce pan and reduce to a sauce-like consistency.
7. Garnish with thinly sliced oranges and the remaining sauce.



Glazed Kabocha & Ginger Bread Pudding

Chef Matt Holmes, Times Supermarkets

INGREDIENTS

Syrup

- 2½ cups water
- 2½ cups granulated sugar

Pudding

- 1 local kabocha pumpkin, peeled, seeded & diced into ¾" chunks
- 2 Tbsp butter
- 1 pint heavy whipping cream
- 1 vanilla bean, split and cleaned
- 4 oz fresh peeled ginger, sliced thinly
- 2 zest from lemons, chopped
- 24 oz Brioche (French bread may be substituted)
- ½ cup water
- 8 whole large Kalei brand local eggs
- 1 cup granulated sugar
- ¼ cup Koloa dark rum
- ½ tsp ground cinnamon
- 1/8 tsp ground nutmeg
- 1 tsp salt

Cinnamon Sugar

- 1 tsp ground cinnamon
- 1 Tbsp granulated sugar

DIRECTIONS

1. Combine syrup ingredients and cook until sugar has caramelized. Pour into a large 13" x 9" baking pan and coat bottom and sides.
2. Saute kabocha on low heat with butter until lightly caramelized.
3. Simmer cream, ginger, vanilla bean, and lemon zest on low heat for 20 minutes; remove from stove and let mixture stand for 10 minutes.
4. Whisk second measure of sugar with eggs until sugar is dissolved.
5. Strain cream mixture and add cream to eggs slowly as to not cook egg mixture.
6. Combine remainder of ingredients and mix gently as to not break up the bread.
7. Bake in a 350 degree oven until custard is set, approximately 20 minutes. Remove from oven and sprinkle cinnamon sugar over top. Cook for an additional 5 minutes.
8. Serve warm with fresh whipped cream or vanilla bean ice cream.



Wine Pairings

David Gochoros of Young's Market recommends one or more of the following: King Estate Pinot Gris, Jadot Beaujolais Villages, La Crema Monterey Pinot Noir, Cascinetta Moscato d'Asti.








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We haven't forgot about the turkey – Cherry Wood Smoked Turkey and the Shiitake Lup Cheong Stuffing to go with it, to be specific – by Keoni Chang, Corporate Chef at Foodland. A Kamehameha Schools graduate, Chang attended the Kapiolani Community College Culinary Arts Program, and later the Culinary Institute of America in New York, where he earned his bachelor's degree in Professional Studies in Culinary Arts Management.

Chang's love of cooking started as a child when he would watch relatives make really good food for family gatherings and potlucks. He remembers his grandmother cooking fancy dishes like cinnamon twists and lemon meringue pie from scratch. Seeing her share her talents with others inspired Chang to want to do the same. "Cooking is an expression of myself," says Chang like a true artist with a lot of heart. "It's not just about preparing something for sustenance. It's about making others happy and giving something to them that they enjoy. It's gratifying to know that someone enjoyed my cooking! I love to experiment with cooking and waiting to see how a dish will turn out."

After graduating from culinary arts school, Chang was an apprentice at the Greenbrier – a 5-Star, 5-Diamond resort in West Virginia. He also worked as a chef in New York City, including Windows on the World at the World Trade Center, and later became the executive sous chef at the Eiffel Tower Restaurant at the Paris Hotel in Las Vegas. Chang later moved back home to Hawaii and was the chef at Ryan's Restaurant before joining Foodland in 2004.

At Foodland, Chang develops recipes for the company's various departments, including the seafood department (poke selections), bakery, and prepared foods at the delis. His goal is to create restaurant-quality food that can be purchased everyday at a supermarket. Working closely with kitchen staff, Chang ensures that all products for the company's 32 stores statewide meet Foodland's high quality and presentation standards. He also works closely with vendors to find quality products, including local offerings and unique items to boost the company's food offerings. Chang also teaches visitors to Foodland's website how to create delicious meals and provides cooking tips and suggestions. For other recipes by Keoni Chang, including cooking demonstrations and tips, visit www.foodland.com, but here we present to you his Cherry Wood Smoked Turkey and Shiitake Lup Cheong Stuffing:



Chef Keoni Chang of Foodland



INGREDIENTS

- 1 cup kosher salt
- 1 cup sugar
- 2 gallons water
- 12 whole peppercorns
- 5 bay leaves
- 5 sprigs of fresh thyme or 2 Tbsp dried thyme
- 1 16-18 pound turkey, defrosted
- Cherry, Apple, or Hickory Wood chips as needed

DIRECTIONS

1. Combine the salt, sugar, peppercorns, bay leaves and thyme with 1 gallon of hot tap water. When the salt and sugar have dissolved, add in one gallon of cold tap water.
2. Place a thick garbage bag in a large cooler and pour the cool brine into it. Place the turkey in the brine solution. Tie the bag up. Cover with ice.
3. Brine for 2 days. Check to make sure there is always ice covering the bag during the 2 days.
4. Remove the turkey from the brine and pat it dry. Allow the turkey to sit in a cool area to let the skin dry.
5. Prepare a smoker for smoking according to manufacturer instructions.
6. Rub the turkey with olive oil and place in the smoker. Begin adding in wood chips that have been soaked in water or apple juice.
7. Continue to smoke, maintaining a 300 degree temperature for approximately 2 hours. Remove from the smoker at that point. The turkey should be evenly brown. Check the temperature of the turkey with a meat thermometer for a temperature of 165 degrees Fahrenheit. If you need to, you can finish the turkey in the oven at 350 degrees.



Shiitake Lup Cheong Stuffing

Chef Keoni Chang, Foodland

DIRECTIONS

1. In a medium sauté pan, sweat bacon, lup cheong, and ground pork.
2. When cooked though, add in mushrooms, onion, celery. Cook for 3 minutes.
3. Add in the parsley, green onions, and water chestnuts.
4. Add cooked ingredients (fat and all) to the bread crumbs and fold.
5. Moisten with butter and broth to taste and adjust seasoning with salt and pepper.
6. Place in an oven-proof pan and bake for 45 minutes covered.

Note: This item can be used to stuff and bake a turkey in the traditional manner, but should not be done for a deep fried turkey. Also, stuffing a turkey and baking poses potential sanitation risk since it takes so long to get the interior of a turkey to 140 degrees F.

INGREDIENTS

- 1 bag diced stuffing bread, 13 oz
- 3 strips bacon, diced
- ¼ lb ground pork
- 4 each lup chong, sliced 1/8 inch
- 8 oz shiitake mushrooms, de-stemmed and sliced 1/8 inch
- ½ onion, diced 1/8 inch
- 1 large celery rib, diced 1/8 inch
- ½ cup parsley, chopped
- 1 cup green onions, sliced
- 1 can water chestnuts, chopped
- Salt and pepper
- 3 cups turkey broth
- ¼ lb butter

Happy Holidays!

*Have a safe and prosperous New Year
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Wine Pairings

David Gochoros of Young's Market recommends one or more of the following: Kendall Jackson Riesling, Guenoc California Sauvignon Blanc, Buena Vista Carneros Pinot Noir, Norton Malbec, Domaine Carneros Brut.



If you've got pork and poultry on the menu, why not add some beef to your holiday meal and have something for every meat eater on your guest list? Chef Belinda Boling of Whole Foods Market has just the dish with her Holiday Steak and Mashed Molokai Sweet Potatoes. Boling is originally from Kansas, but was born for the beach and southern (now Hawaiian) style hospitality. She has worked in a kitchen since she was 14 years old, but it wasn't because she loved cooking – that didn't come till later. "I lived in a small town, she explains, "and there weren't many jobs available."

Boling studied political science in college and used her kitchen experience to work at a grill. She intended to go to law school, but later decided she didn't want to go in that direction. Instead, Boling headed to Atlanta, Georgia, because her brothers were there, and "thought to give it a try." She then moved to Florida for five years, doing what she knew to make a living – cooking. Her experiences ranged from pizza, Italian, Mexican, fish houses, and high volume hotel work. During her Florida stint, the Food Network was getting started and cooking became "cool," creating lots of opportunities for chefs. "I didn't get serious about being a chef until I was about 30 years old," Boling says, "but I kept learning from others." She ended up working at a place owned by friends, but when the restaurant closed, she realized that she wasn't willing to work as hard for strangers as she was for friends.

As Boling mulled over what to do next, someone suggested a slightly different direction: apply at a new Whole Foods store coming up back in Atlanta. Landing a job, she cooked for the market's chef's case and catering. When a supervisory position opened up, again someone suggested she try for it. It seemed Boling found her groove after that promotion. She was then promoted to assistant

manager, and when the company was getting ready to open the Maui store in Kahului, Boling got the job – and a promotion to manager of prepared foods, or "Team Leader," as it's called at Whole Foods. "I had never been to Hawaii before," says Boling. "I didn't know anything about it. I thought [the location] was called 'Maui City.'"

After Boling was offered the job, she flew to Maui, hired a complete team of 43 people in four days, found a place to live, went back to Atlanta, then flew to Maui again, arriving with two suitcases. She's found that she loves the local life and the beaches where locals hang. "In Maui, we have the staples people are used to," says Boling, "but we also have things they've never heard of – it's exciting!" In the two years she's been in Hawaii, Boling has brought what she knows, like hush puppies and grits, but has greatly appreciated what she's learned about local foods such as kalua pig and tofu. "If I served this much tofu in Atlanta, they'd run me out of town," she says. "But the locals love it!"

You'll have to visit Whole Foods Market to sample the tofu dishes, but here we give you Boling's Holiday Steak and Mashed Molokai Sweet Potatoes:



Chef Belinda Boling of Whole Foods Market

Holiday Steak

Chef Belinda Boling, Whole Foods Market

INGREDIENTS

Beef

4 lbs Maui cattle pectoral beef, trimmed of silver skin and excess fat

Marinade for beef

4 cups local green onions, greens only
4 cups local parsley, pulled from stem
2 cups local basil
4 cups local cilantro
6 local lemons, juiced
6 local limes, juiced
1 cup garlic, minced
3 local Hawaiian chilis, minced
5 cups local macadamia nut oil
Hawaiian sea salt to taste

Salad ingredients

3 lbs Ho Farms mixed cherry tomatoes
4 lbs Anuhea Farms asparagus, roasted and tossed with a little oil then chilled
1 lb Hamakua mushrooms, salted and peppered
1 Maui sweet onion, thinly sliced (preferably with a slicer or mandolin) and caramelized
2 cups Surfing Goat Dairy chevre, crumbled

DIRECTIONS

1. Place first seven ingredients in food processor and run on medium speed until mixture starts to become more liquid, then slowly add mac nut oil, reserving 3 Tbsp. Mixture should emulsify slightly.
2. Trim beef
3. Marinate trimmed beef 4 hours in 4 cups of marinade; reserve rest of sauce for service. Grill whole pectoral steaks on both sides 3-4 minutes. Finish steaks in oven until 130 degrees, then cool.
4. Slice onion thinly, preferably on slicer or with mandolin. Cook onions on low to medium heat in 1 Tbsp oil until caramelized.
5. Toss asparagus and mushrooms in remaining oil and roast in 450 degree oven for 5 minutes, then chill.
6. Cut tomatoes in half and salt lightly; place tomatoes on plate.
7. Mix roasted asparagus and mushrooms together and place 1/3 cup on top of tomatoes.
8. Thinly slice beef and drape around salad.
9. Drizzle everything with 2-3 Tbsp of reserved herb sauce
10. Place two Tbsp caramelized onion on top
11. Crumble a couple of Tbsp of goat cheese on top and around plate sprinkle a tiny amount of Hawaiian sea salt around edge of plate



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Mashed Sweet Potatoes

Chef Belinda Boling, Whole
Foods Market

INGREDIENTS

5 lbs Molokai purple sweet potatoes, peeled and steamed
2-3 cups fresh local coconut milk from 2 mature coconuts
3 Tbsp minced local ginger
Hawaiian sea salt to taste

DIRECTIONS

1. Make the coconut milk: Pierce the eyes of the coconuts with a sharp knife and drain coconut water into a mixing bowl.
2. Split the coconuts by covering in a kitchen towel and smashing with a rolling pin or hammer. With a sharp knife, pry the coconut meat from its husk, then peel off any remaining brown bits of skin that adhere to the coconut meat.
3. Place the coconut flesh and coconut water into a blender, adding three to four cups hot water. Blend until the coconut and water forms a smooth slurry.
4. Pour coconut mixture through a butter muslin or nut milk bag into a mason jar or pitcher, squeezing out as much liquid as possible.
5. Peel and dice potatoes in 2 inch cubes and steam for 30 minutes or until very tender. Add ginger.
6. Mash with potato masher or mixer and add coconut milk till mixture is smooth.
7. Add salt to taste and serve immediately.

*Mele
Kalikimaka!*



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Wine Pairings

Bill Judd of Paradise Beverages recommends Whitehall Lane Napa Cabernet Sauvignon Blanc or Benton Lane Willamette Pinot Gris as an aperitif. For beef dishes, he recommends Whitehall Lane Napa Cabernet Sauvignon.

Beer Pairings

Judd recommends Blue Moon Belgian Ale, Maui Brewing Mana Wheat, and Sierra Nevada Kellerweis as aperitif beers. For beef dishes, he recommends Maui Brewing's Coconut Porter and Sam Adams Cream Stout. Andy Baker, founder of Hawaii Nui Brewing, recommends North Coast Brewing PranQster, Unibroue La Fin du Monde, and Chimay Cinq Cents. He suggests Hawaii Nui Hapa Brown Ale for beef.





What would the holidays be without Eggnog from Meadow Gold Dairies, and so good straight out of the carton. For those who want to kick it up a notch, Warren Shon of Southern Wine and Spirits suggests Hennessy VSOP Cognac, or Paul Masson Grande Amber Brandy.

While folks that get together for a local pot luck centered on a holiday generally coordinate meals around a theme, it's not at all unusual to have a mix of foods from very different cultures on the same table. Chinese cake

noodles that someone picked up on the way to a local gathering would sit comfortably next to a mound of Thanksgiving turkey on someone's plate, and how about a little *nigiri* sushi heaped on top? Surely by that time, guests have nearly devoured the Mexican dip that was set out before dinner, and stuck a few tortilla chips into a bowl of spinach dip. Add a little spice to the mix with Chef Clarence Coloma's Fettuccini Pasta Jambalaya. How's that for mixing cultures right in the same dish?

Imagine being just 19 years old and coming to a foreign country. That's what Coloma did when he moved to Hawaii from the Philippines in 1997. "Being in Hawaii, my new home, I wondered what my future could

be," he says. That very first year, he joined the Seafarers International Union and worked on American Hawaii Cruises ships as a dishwasher, which brought him in close proximity to the cooks. "What intrigued me was the way ingredients were processed into great tasting food," says Coloma. "This was the turning point that inspired me to want to learn how to cook. I said to myself, 'This is my

future, and one day I will be wearing a chef's coat with my name embroidered on it.'" Coloma's four years on the cruise ships were a challenging time. However, from a dishwasher, he moved up to a cook trainee and started to learn the proper way to handle food, food safety, how to wield a knife, and the other basics of cooking. From there, Coloma became a First Cook Roast and Grill, an Assistant Garde Manager, a First Cook Floater, and a Saucier on the ship.

In 2002, Coloma moved to San Diego and started work as a Garde Manager at the Hilton San Diego Mission Valley and then became Executive Sous Chef. "There I enjoyed creating ice and fruit carvings, and various hors d'oeuvres," he says. "My position also allowed me to refine my culinary skills and recipes. A few of Coloma's all-time fancy favorites that he created there are Fettuccini Pasta Jambalaya, Chicken Cordon Bleu, Macadamia Breaded Roasted Rack of Lamb with Demi Glaze and Mint Hollandaise Sauce, and Pan Seared Chicken Breast with Sun Dried Cherry Sauce.

In 2009, Coloma decided to return to Hawaii and started a new job and career at ABC Stores. Retail was a new challenge; he began as a sales associate and moved up to become a service coordinator. Shortly thereafter, Coloma came to a crossroads in his career. He had to make a decision to either continue developing a career in retail management or to go into the food division of the company. "I chose to work with food, my true passion," he says. Coloma began working in the company's central kitchen, then later assisted in opening ABC's new store in Ko Olina – Island Country Markets – and currently works there as the Deli Manager. He says, "I am truly again back for what I love – cooking great tasting foods."

Spice up your holidays with Clarence Coloma's Fettuccini Pasta Jambalaya:



Chef Clarence Coloma of ABC Stores

be," he says. That very first year, he joined the Seafarers International Union and worked on American Hawaii Cruises ships as a dishwasher, which brought him in close proximity to the cooks. "What intrigued me was the way ingredients were processed into great tasting food," says Coloma. "This was the turning point that inspired me to want to learn how to cook. I said to myself, 'This is my

INGREDIENTS

4 pieces 21/25 tiger shrimp, peeled, tail on
2 oz chicken breast fillet, bite-sized
2 oz Portuguese sausage, sliced
2 oz red and green bell pepper, diced
1 oz white onion, diced
1 oz celery, chopped
1 oz mushroom buttons, sliced
2 Tbsp Cajun seasoning
1 tsp minced garlic
6 oz fettuccini pasta
Salt and pepper to taste
Green onion for garnish
1 Tbsp virgin olive oil

Cajun Alfredo Sauce

4 oz heavy cream
3 Tbsp chicken base or chicken stock
2 oz parmesan cheese
1 Tbsp minced garlic
5 oz butter
1 oz all purpose flour
2 tsp ground white pepper
2 oz Cajun seasoning

DIRECTIONS

The Cajun Alfredo Sauce, pasta, and jambalaya should be prepared more or less simultaneously so they can be combined at the end.

Cajun Alfredo Sauce

1. Melt butter in sauce pan and sauté garlic. Add flour with the melted butter to make a roux for thickening the sauce. Add cream, chicken stock, and white pepper and keep stirring until sauce starts to thicken.
2. Add parmesan cheese and Cajun seasoning. Simmer until cheese is melted. Set aside on low heat.

Jambalaya

1. Set pot of water to boil for pasta while Jambalaya is being prepared. Cook pasta al dente and drain.
2. In a mixing bowl, combine shrimp, chicken, Portuguese sausage, and Cajun seasoning. Work in seasoning well.
3. Heat a saucepan on high heat with oil and sauté onion, celery, garlic, bell peppers, and mushrooms, about 3 minutes.
4. Add chicken and sausage and cook until almost done.
5. Add shrimp and cook until all meats are done.
6. Add Cajun Alfredo Sauce and Fettuccini Pasta and toss it all together. Put pasta in the middle of a clean plate and arrange the shrimp, sausage, and chicken for a nice presentation, then garnish with green onion.

Wine Pairings

Warren Shon of Southern Wine and Spirits recommends Birichino Vin Gris or Domaine de Fontsaite Corbieres Rosé "Gris de Gris." ABC Stores' Island Country Market also recommends Chateau Ste Michelle Riesling.

Fettuccini Pasta Jambalaya

Chef Clarence Coloma,
ABC Stores, Island
Country Market



Eat and drink sensibly, but well!

From our house to yours, may your holiday season bring good memories
and grand times blessed with all the trimmings.



Seasons of Giving

BY JASON Y. KIMURA

It's the season of giving, but many HFIA member companies and their employees give to good causes and the less fortunate all year round. We put out a query to HFIA members and asked what types of corporate giving programs they have and the causes they support. What follows are highlights of the responses we received, representing just a few of the many ways HFIA member companies give back to the community.

The idea for this article was sparked by a tidbit of information passed on by former HFIA Executive Director Gary Hanagami. He had heard that C&S Wholesale Grocers Hawaii division employees had dramatically *increased* the amount of money they gave to AUW in the midst of a terrible recession. When asked to corroborate the story, Beau Oshiro of C&S responded, "Yes, that is correct. This year's AUW pledge drive donations increased by 40% for our Hawaii division versus last year." It's not the only charity C&S supports. In September, in support of Hunger Action Month, employees donated nonperishable foods and personal care items to kids. In addition, C&S donated \$1 to Feeding America for every pound collected. The company has been participating annually since 2003.

C&S was founded in 1918, when Israel Cohen and Abraham Siegel bought a small brick warehouse and began making grocery deliveries to stores in Worcester, Massachusetts. They named their fledgling enterprise "C&S," and 90 years later, what started as a small warehouse and a handful of employees has become the

largest grocery wholesaler in the U.S. Still family-owned and -operated, C&S supplies about 3,900 stores from more than 50 locations in 10 states. Its Hawaii division is located in Kapolei.

C&S also supports local charities and local chapters of national charities, including the Hawaii Foodbank, the Muscular Dystrophy Association, Special Olympics, the United States Veterans Initiative, D.A.R.E., the Rehabilitation Hospital of the Pacific, and many more nonprofit organizations that help underprivileged children, the homeless, and others in need.

Another venerated company that's a supplier of a different sort is the Coca-Cola Bottling Company of Hawaii, which has been in the islands for 104 years. Coca-Cola is celebrating its 125th anniversary, so that means that the company was only 21 years old when it reached our shores! With 267 employees, Coca-Cola Bottling Company of Hawaii has a production center in Honolulu, and five distribution centers on the Big Island, Honolulu, Kauai, Kona, and Molokai. In addition to Coca-Cola brands, the company produces and distributes the Dr. Pepper brand (Dr. Pepper Snapple Group).

The Coca-Cola Bottling Company of Hawaii strives to have a positive impact on island communities in the areas of community and economic development, the environment, well-being and youth development, and education – and provides opportunities for community participation by its employees. The Coca-Cola Bottling Company of Hawaii has

taken significant steps to be environmentally conscious by reducing its energy and water usage, and by being committed to recycling. The beneficiaries of its giving program include the American Cancer Society, Special Olympics, Give Aloha, Hoolaulea (Hilo), the Humane Society (Kailua-Kona), the Positive Coaching Alliance, and the Hawaii Blood Bank, to name a few. All of this makes having a Coke that much sweeter!

Pure, clean, fresh water can be sweet too. HFIA member Hawaiian Springs provides that very product. The company began bottling water in a sustainable way at the base of Mauna Loa on the Big Island in 1995. The water needs no purification because it's naturally filtered by 13,000 feet of lava. Hawaiian Springs water can be found at Foodland, Safeway, Times Supermarkets, and Umeke Market, as well as at outlets on the mainland and in Asia.

Hawaiian Springs actively supports charitable organizations that promote healthy lifestyles and environmental conservation, and is committed to the preservation of Hawaii's unique ecological environment. The company has also joined the fight against cystic fibrosis, and supports Maui Ola Cystic Fibrosis Surf Days, the Cystic Fibrosis Foundation's Great Strides National Walk Event, and Pipeline to a Cure. Acknowledging the importance of cancer research, Hawaiian Springs also supports the Hawaii Children's Cancer Foundation, the Making Strides Against Breast Cancer Walk (Hawaii), and Relay for Life (Oahu and California).

and the Hawaii Foodbank. The company also has a program called "Seeds of Service," where each month, employees volunteer to do a service project in the community. For example, employees participated in a project at the Hawaii Foodbank, packing backpacks with food for the Food 4 Keiki Backpack Program.

Then there's the retailers, of course, like Foodland, Hawaii's largest locally owned and operated grocery retailer. Foodland was founded in 1948 by the late Maurice J. "Sully" Sullivan, who had a vision of a family-run, community-focused company that put customers first. Today, the supermarket chain has 32 stores and over 2,500 employees.

In 2011 alone, over \$1.8 million has already been raised for local charities in partnership with Foodland. Each year, Foodland presents four major and unique programs that support the community. The programs focus on supporting higher education for Hawaii's high school seniors, supporting customers' favorite charitable causes by encouraging the spirit of giving in others, and providing food to those in need in Hawaii. Foodland's four major community programs are:

- **Shop for Higher Education.** Each year, 100 Hawaii seniors are awarded \$2,000 scholarships to pursue their college education at an accredited four-year university. Customers are also invited to designate their favorite participating high school and help them earn Maika'i points during the program period. The more points a school earns, the more scholarships it will receive.



Hawaiian Springs Chairman & CEO Rick Hadley (far left) recently presented a check for \$2,870 to the Hawaii Plant Extinction Prevention (PEP) Program to protect the last known wild nanu plant (gardenia brighamii) on the island of Oahu, which is featured on the Hawaiian Springs water bottle label. The PEP Program works to conserve and repopulate Hawaii's most critically endangered native species. Also in the photo are (l to r) Oahu PEP Coordinator Susan Ching, Waianae Mountains Watershed Partnership Representative Yumi Miyata, and Hawaiian Springs Regional Manager Clarence Sakamoto. Photo courtesy of Hawaiian Springs.

The company has already donated a total of \$17,500 this year toward worthwhile events, programs, organizations, and charities.

Step away from the beaten path for a moment and into one of HFIA's non-food and beverage industry members – American Savings Bank. ASB started over 85 years ago, and has grown into one of Hawaii's leading financial institutions. Today, ASB has a large network of branches and ATMs. In addition to their commitment to providing valuable services to their customers, the company is also committed to the community.

ASB makes charitable contributions to the food industry by sponsoring the Times/Kraft Shop and Score program

- **Bag Up Hunger.** Foodland customers have the opportunity to make a donation of \$5, \$10, or \$20 at checkout to support the efforts of the food banks on each of the four major islands.

- **Give Aloha.** Customers are encouraged to make a donation at checkout to their favorite Hawaii non-profit organization. This year, Foodland and the Western Union Foundation will match each donation up to a total of \$300,000 for all organizations combined.

- **Share a Holiday Feast.** Begun in 1988, this annual program invites customers to donate at checkout to help the Salvation Army provide holiday meals to needy families in Hawaii.

Another supermarket familiar to long-time Hawaii residents is Times Supermarkets. Operated by QSI, Inc., the Times family of companies includes Times Supermarkets, Big Save Markets, Shima's Market, and Fujioka's Wine Times – in all, 25 retail locations throughout Hawaii employing 1,500 people. Times opened its first store in McCully in 1949. In 2004, Fujioka's in the Market City Shopping Center was acquired, and shortly after, Fujioka's Wine Times expanded with a second location in the Mililani Shopping Center. In 2008, Shima's Market in Waimanalo was acquired, and in 2009, Star Markets were added, bringing the Times banner to a total of 17. This year, Big Save Markets on Kauai were added to the family of companies. In spite of the differing store names and varying product offerings, all of the stores share the same corporate vision: to be Hawaii's supermarket and specialty wine store of choice by delivering quality products and excellent value and services – all with the aloha spirit.

Times's aloha spirit extends to being contributing members of the community. Some of their recent partnerships include Aloha United Way, the American Diabetes Association, the American Heart Association, the Boy Scouts of America, the Girl Scouts of America, Easter Seals of Hawaii, the Hawaii Foodbank, the Institute of Human Services, the Kauai Food Bank, Kauai Life Guard Association, Muscular Dystrophy Association, and the Red Cross Hawaii Chapter.

Another supermarket that has a big presence in Hawaii is Safeway, which came to the islands in 1962. With 19 stores in the state, Safeway boasts 18 million customer visits yearly and employs approximately 2,300 people. Through the Safeway Foundation, Safeway Hawaii supports neighborhood causes that focus on health and human services, hunger relief, education, and helping the disabled. Like Foodland, funds distributed are donated not only by Safeway, but also by Safeway employees, generous customers, and vendor partners.

Safeway contributes to many local organizations, including Imi Hale – Native Hawaiian Cancer Awareness, Kapiolani Medical Center for Women and Children, Waiakeawaena Elementary School, Easter Seals, the Boys & Girls Club of the Big Island, and Bay Clinic, Inc. During the holiday season, Safeway partners with island food banks to



raise money and supply food for hunger relief with the "Help Us End Hunger" campaign. Throughout the drive, customers are given the opportunity to make cash contributions or purchase pre-filled bags of groceries specifically designed to meet the needs of the food banks. Safeway partners with the Honolulu Kiwanis and various Oahu high school Key Clubs to provide volunteers for the drives. This holiday season,

a new partnership with Kraft will enable the 100 food banks from across the nation that sell the largest number of donation bags to receive grants of \$2,800 each.

Education is a continuing priority for Safeway, and 2011 is the third year that \$1,000 Safeway Hawaii Foundation Scholarship Fund awards have been given to each of 10 Hawaii students to help them pursue a university education. Preference is given to students planning to attend a college or university in Hawaii. In addition, Safeway's successful eScrip program allows customers to earn money for the school of their choice simply by shopping with their Safeway Club Card.

Local Safeway stores also participate in national programs, many of which return funds to the Islands. Each October, Safeway stores raise money for breast cancer research, awareness, and finding a cure. Customer donations contribute to cutting-edge trials and programs and aggressive breast cancer awareness and detection programs, such as mobile mammography screenings. Each April, Safeway rallies its employees and the communities they serve to raise money and awareness for organizations that assist people with special needs and for families living with a disability. Hawaii shoppers generously donate to Easter Seals Hawaii, Special Olympics Hawaii and a select group of local autism-related organizations. In 2010, Safeway's campaign



Times Supermarkets raised \$35,600 for Red Cross relief efforts after the Japan earthquake and tsunami.



Times employees raised \$10,000 at this year's American Heart Association Heart Walk. Photos courtesy of Times Supermarkets.

for People With Disabilities raised an estimated \$150,000 locally, and more than \$10 million nationwide.

This year marks Safeway's 10th year of a countrywide campaign to support the Muscular Dystrophy Association's efforts to develop treatments and assist people coping with neuromuscular diseases. The campaign takes place each August, and over the years, Safeway has raised more than \$58 million for muscular dystrophy charities. While Safeway's focus is on helping local communities, Safeway and The Safeway Foundation give over \$200 million a year in grants and product donations to charitable organizations nationwide. The next time you're at Safeway and the little checkout screen asks if you want to make a donation to a charity, press "yes!"

"Fueling up" is a phrase that can be used in reference to both food and fuel. In Tesoro Hawaii's case, it definitely refers to fuel, although the company does have convenience stores where you can get your favorite goodies. Tesoro Hawaii is the leading provider of transportation fuels in Hawaii. The company owns and operates a refinery capable of processing up to 94,000 barrels of crude oil per day to produce a wide range of refined petroleum products, including jet fuel, ship fuel, fuel oil for electrical power generation, diesel, and gasoline. Tesoro Hawaii also operates distribution and storage facilities on the major islands, with retail stations and 2Go convenience stores on Oahu, Maui, and the Big Island. Statewide, Tesoro Hawaii employs more than 500 employees.

That's 500 giving employees. In addition to providing financial support, Tesoro Hawaii employees and their families volunteer their time to nonprofit organizations and their events throughout the year. One of them is Special Olympics Hawaii, for which Tesoro Hawaii is a year-round mission partner, and has contributed a total of \$75,000 to support events. Funds help the nonprofit organization provide year-round training and Olympic-style competitions for youth and adults with intellectual disabilities. About 150 Tesoro Hawaii volunteers helped to coordinate the opening ceremony for the Summer Games in May, walking alongside the athletes as they paraded into the Les Murakami Stadium at the University of Hawaii at Manoa. In June, Tesoro

Hawaii's retail stations and convenience stores collected nearly \$51,000 from customers during a month-long promotion called "Fueling Dreams." In November, 12 employees are scheduled to participate in the "Over the Edge" event by rappelling down the 31-story Sheraton Waikiki Hotel. The employees will each raise about \$500 on their own and Tesoro Hawaii will match their contributions.

Tesoro Hawaii was also the presenting sponsor for Hospice Hawaii's "Hot Pursuit!" fundraiser for the second consecutive year, donating \$15,000 and inviting teams of employees to participate in the fun challenge, at which participants race along a course route while solving riddles, working out puzzles, answering challenging trivia questions, and cracking codes along the way.

Besides supporting the Hawaii Foodbank's "Great Chefs Fight Hunger" and "Patriots Dinner" events for a total of \$7,500, Tesoro Hawaii employees have made it an annual tradition to help collect canned goods and monetary donations with fishnets from motorists near Kahala Mall. The company also supports H-5 (Hawaii Helping the Hungry Have Hope). As a way to support an employee who volunteers with H-5 on his own time, Tesoro Hawaii contributed \$2,500 to this nonprofit organization and a team of employees joined him to serve breakfast to families at a transitional shelter for homeless families in Kakaako.

Additionally, Tesoro Hawaii has been a regular supporter of Hawaii Meals on Wheels, which delivers hot, nutritious meals to seniors and disabled individuals who are homebound and unable to shop or cook on their own. Tesoro Hawaii gave \$10,000, of which \$5,000 was in the form of Tesoro fuel cards, for the nonprofit organization's volunteers who use their own vehicles to deliver the meals. Tesoro Hawaii employees adopted a delivery route of their own at the start of this year, and have since taken on an additional delivery route.

As you can see, HFIA member companies and their employees make incalculable contributions to our community. Although it's too easy to focus on all the problems throughout Hawaii and fret about the negatives, what would it be like without the generosity of these companies and their employees? It's a Wonderful Life, thousands of times over!

NEW COMMITTEES TAKE ACTION

HFIA's September General Membership Meeting, held on September 20, 2011, was informative and exciting, as always. Treasurer Stan Brown gave an update on HFIA's impressive Rainbow Fever Trust Account. HFIA Foundation sponsors the HFIA Rainbow Fever Scholarships for Athletes Program, which has donated over \$1 million in scholarships to University of Hawaii athletes.

Government Relations and Advocacy Committee Chair Alan Nakamura and HFIA's lobbyist Lauren Zirbel gave an update on the Big Island's plastic bag ban; the Maui and Big Island GMO resolutions; and HFIA's Committee on Government Relations and Advocacy Committee's Charter. Member Relations Committee Chair Stan Brown gave HFIA's new member introductions and an overview on our 2011 Convention and 2012 Schedule of Events.



HFIA Board Treasurer Stan Brown

Reports Given at HFIA General Meeting



The Member Education Committee, chaired by John Schilf, gave an update on the development and promotion of the Retail Management Certificate Program, developed with HFIA's help and the guidance of the Western Association of Food Chains and the University of Hawaii. This program will help retailers educate and prepare key employees for management positions.

The Industry and Community Relations Committee, chaired by Derek Kurisu, gave an update on the Made in Hawaii Festival and extending our relationships with the UH College of Tropical Agriculture and Human Resources (CTAHR), the Department of Agriculture, and the Department of Health.

Representatives from First Insurance Company of Hawaii, Ltd. concluded the meeting with an informative and entertaining presentation on mitigating losses in the workplace.



HFLA Board Vice-Chair Alan Nakamura.



*Joan Mishima,
First Insurance.*



*Bruce Yokochi gives
the blessing.*



*Lauren Zirbel, HFLA
Interim Executive Director*



Drew Nagai, First Insurance.



Melissa Current, First Insurance



Gary Hanagami, former HFLA Executive Director.



The Last Word...

BY GARY HANAGAMI, FORMER EXECUTIVE DIRECTOR



Is there a better time of the year than this, as we approach the holidays, right now? Not for me. It's the time where we can take the simple pleasure of reflecting on what we want to do, who it is we want to see, and how we want to congregate before the crush of the holidays is actually upon us. It's the time we still have left in a year which will rapidly close, that we can choose to make "it" better before the year is done. It's the time before we have to face the glare of the unfulfilled, or bask in the glow of deeds accomplished beyond expectations.

I love this time of the year.

Is there a better place to celebrate the holidays than right here? By a strange confluence of seismic events over an extraordinary period of time, by the mythical pull of wind and tides (whispered to the ancients), with the hope of something better, we've somehow made our way here. As the most remote location on earth, it took real effort to get here, and more to prosper. We all understand the "price of paradise," yet we stay – some reluctantly, others by choice or circumstance.

I love this place during the holidays. It only takes time for you to be away to understand what it means to be here now.

We wanted our holiday issue to reflect the best that the Hawaii Food Industry Association has to offer to allow us to help you celebrate. We've turned to our retail and supplier members to help assemble their best holiday meal; from appetizer to entrees with dessert and beverages to quaff. You found their recipes, and we hope you try them and let us know how they performed.

We also want our holiday issue to share with you how our members choose to gift significant resources and dollars throughout the year to our community at-large. We hope that these stories will broaden and encourage you about your association's ohana.

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The rules of engagement have changed.

Your association has dramatically transformed its leadership structure. Standing committees have been organized and by-laws revised and approved to support this tremendous initiative – all done to ensure that HFIA provides the desired benefits of membership. To be sure, HFIA will continue to evolve as it strives to ensure its relevancy and provide you with a platform and voice in all areas of engagement with our government and both our internal and external community. Now the path to our success has been defined; it's up to the rest of us to help accomplish our mission.

With our Executive Chair, Bonny Amemiya, functioning as our CEO, each of our Executive Council members chair a key committee. Each committee requires sub-committee chairs and members to handle its defined responsibilities. While several committees are already actively involved and are in full operational mode, others are in need of your support or expertise. Sometimes the hardest thing to do is to simply get started.

You can accomplish this first step by attending our meetings, learning about the various committees, and who's running them. If you want to be more involved, the second step would be to attend the various functions that are planned throughout the year, and perhaps financially support the events through sponsorships or advertising (in this magazine for instance). If that's not enough for you, how about participating in a committee that

strikes your fancy?

We have something for anyone, from the simple, like joining Chair Alan Nakamura's letter writing campaign against banning single-use plastic bags on the Big Island, to the sublime, such as helping Chair John Schilf's Education Committee execute our Retail Management Certificate Program for industry members. We have fun stuff, like assisting Chair Stan Brown's Membership Relations sub-committee chairs and Mike Kaya's work on our annual golf tournament, to the more complex, such as working with Chair Ron Shima to reactivate HFIA's Hall of Fame program.

For more information about the committees that are available and the appropriate Chairs to contact, feel free to call Lauren Zirbel, our Interim Executive Director, or Nancy China at 808-533-1292 ext. 1 or ext. 2 respectively. They'll both be happy to help you in any way.

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I'd like to take this opportunity to thank the members of our Executive Council – our Chairperson, Bonny Amemiya, Vice Chair Alan Nakamura, Treasurer Stanley Brown, Secretary John Schilf, ex-Chair Mike Walters, and Advisor Barry Taniguchi for their leadership and support during my tenure as your executive director. The vision that was outlined at the start of the year – to make HFIA the premier trade association in the state through a highly engaged board – has been put into motion, and it is well under way to becoming a reality. Your Executive Council's objective was simple; for HFIA to succeed, we needed to bring our mission statement to life, and we needed to do it now. That was the fuel to fire our resurgence and commitments.

From the creation of our initial Government Relations Committee that helped prioritize our legislative agenda, to our participation with the Western Association of Food Chains (WAFC) Retail Management Certificate Program, we wanted to ensure that the value you received far outweighed the cost of membership. We explored all activities that we conducted and we stepped up our efforts with heightened engagement.

While we provide much of our communication via email and through our meetings, we needed to revamp the "face of HFIA," our magazine, and turn it into a professional trade publication that's contemporary and relevant. We believe that this goal is also achievable, as evidenced by the response of our subscribers and advertisers; we're seeing a magazine with an extended shelf life and readership reach.

Financially, the organization is on its firmest footing in many years. Through the efforts of the Social, Golf, and Convention committees, we saw increased participation and sponsorships, which fueled our revenue growth. The resurgence in new members – 14 since January – speaks volumes about you getting the word out that "HFIA means business in the retail food industry." Our expenses have been reduced, our revenues have gained, and I believe our services have improved.

And finally, thank you for your support, and for allowing me the privilege of participating in this remarkable turnaround. I will be forever grateful and proud to have been a part of our association's resurgence.

Mahalo Nui Loa and Aloha.

From our family to your family

Happy Holidays

Wishing you

THE BEST OF EVERYTHING

this Holiday Season!



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Wishing You & Yours...

Happy Holidays


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