

Hawaii

HOLIDAY 2014

Retail Grocer

the magazine of the hawaii food industry association

Holy's Pies



Holy Holidays!

The Season is Upon Us!



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Writing the Story of Your Life
What's Love Got To Do With It?
Giving Back

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BY JOHN SCHILF

As we enter the holiday season and reflect back upon this past year, I am thankful for the “Fall Harvest” of the work we’ve been doing at HFIA. We enjoyed record attendance at the 2014 Convention. Many new members have joined the HFIA family. Our After Hours Networking Events have been huge successes, especially with the participation of member company employees who have never before been to an HFIA event and are now discovering what we’re all about.

HFIA Executive Director Lauren Zirbel has continued to effectively lead our efforts to make our industry’s voice heard at the legislative table. Combined with your letters to our representatives and your testimonies at hearings, HFIA continues to shape the way the laws of the land affect our industry, and ultimately, Hawaii’s food supply chain. I encourage everyone to continue to keep current with what’s happening at the legislature by reading the HFIA Weekly Update, which will also tell you how you can make your voice heard and have a positive impact on our industry.

These are some of the fruits of the hard work you, the people of HFIA, have done this year both behind the scenes and on center stage to make positive things happen. Going forward, we will focus on creating even stronger participation in our membership by creating new opportunities for the next generation of HFIA leaders.

Recently, the seeds of a future harvest were planted. Reaffirming the HFIA Mission Statement, the Board developed a new Five-Year Strategic Plan that will serve as the roadmap to creating the building blocks of HFIA’s future. The goals and strategy of the Strategic Plan covers:

- Government Relations
- Membership
- Convention
- Finances
- Association Governance

As we move forward, we will humbly seek your input. Look for one or more surveys that ask about your wants and needs as members, and about the types of events that most appeal to members, especially the younger generation. We

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.

also want to know how we can build on the annual Convention to maximize the benefit for your business.

The Strategic Plan seeks not only to increase membership, but also participation. HFIA will become more systematic with its government relations efforts. We will find ways to better mobilize members and their employees to support food and beverage industry positions.

These are just a handful of things that are covered in the Strategic Plan, which is comprehensive and far-reaching. Change is afoot within HFIA, but the changes we seek represent growth and a future harvest that will ensure the viability of our industry. We will continue to structure and expand our organization to build membership and set decisive direction for many years to come. But at the heart of these efforts, we will always preserve the sense of ohana—of family—that has made our organization special for more than 40 years.

May you be richly blessed during the holidays with the company of family, friends, and the spirit of the season, and may joy and bountiful harvests follow you into the new year. 🌺

Aloha,
John

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Hawaii Retail Grocer

The Magazine of the Hawaii Food Industry Association

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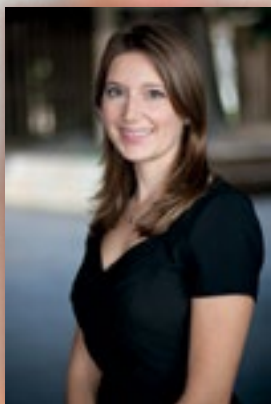
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BY LAUREN ZIRBEL

This fall, HFIA achieved some important successes at the county level. At the state level, we are preparing for the 2015 session by communicating our top priorities to legislators.

Below is the current status of issues HFIA is testifying on and monitoring:

City and County of Honolulu

Bill 38 will ban plastic bags and allow compostable bags. It was signed into law by Mayor Caldwell as Ordinance 14-29 on September 25 and will take effect on July 1, 2015 along with the original plastic bag ban Ordinance 12-8.

This bill allows retailers to charge a fee for bags. HFIA worked aggressively at every stage of the process to ensure that compostable bags would be allowed and to advocate for a fee.

Our efforts included HFIA testimony at every hearing; promoting member testimony; meeting directly with council members; authoring an editorial on the issue in the *Honolulu Star Advertiser*; paying for a legal review by Watanabe Ing to prove to Council members that they can pass a bill that mandates a fee per single use bag; and analyzing the The Maui County Plastic Bag Reduction Ordinance Report, as well as legislation in other areas and presenting our findings to the Honolulu Council.

Bill 40 would have banned the use of polystyrene foam containers by food vendors and mandate that all disposable food containers be made of compostable material. The bill was deferred by

the Committee on Public Works and Sustainability on June 25. HFIA testified in opposition to this measure citing the fact that no containers are functionally compostable since there is no composting facility in the state; that the polystyrene containers have advantages when they are burned for power at H Power; and that they are manufactured locally, which greatly reduces their transportation carbon footprint. The council chose to pass a resolution to study this issue.



Bill 43 prohibits urinating and defecating in public in Waikiki. This bill was signed into law. HFIA testified in support of this measure, noting that this is a logical extension of existing health and sanitation measures already mandated by the State and County.

Bill 51 would raise the age for purchasing tobacco products and electronic smoking devices to 21. As of this writing, this measure has not been scheduled for a hearing in its final

committee. HFIA testified based on input provided by our retail members that we would prefer the grandfather portion of the bill be removed because of the difficulty of training cashiers to correctly calculate age. The grandfather portion of the bill was removed from the draft. HFIA also testified that statewide uniformity of these types of laws is highly preferable.

County of Maui

IEM-5 would prohibit the use and sale of polystyrene disposable food service containers by food providers. It was temporarily deferred by the Environmental Management

Committee and has not yet been scheduled for another hearing. HFIA submitted testimony in opposition to this. We thank Eric Higa of Times Supermarkets for presenting testimony at the hearing.

The Committee stated their intent to form a task force to study the issue. The task force was created and was made up of expanded polystyrene (EPS) users and EPS opponents. The task force conducted a review of the purpose statement of the ban and concluded that there are two main objectives: the first being to reduce waste going into landfills; the second being to reduce negative impacts on marine life. It was concluded that the concern over EPS products in landfills is not a viable issue given that there will soon be a Waste to Energy program on Maui, and EPS and other combustible materials will not go to landfills anyway. The issue of negative impacts on marine

life remains and there was disagreement among task force members as to whether addressing litter overall would be a more effective solution to this issue than a ban on a particular item. HFIA is continuing to monitor this issue and is prepared if the ban should be scheduled for another hearing.

PIA-78, the SHAKA Movement Ballot Initiative to place a moratorium on Genetically Engineered Organisms in the County of Maui, was heard by the Committee on Policy and Intergovernmental Affairs on July 23 and 24. The Committee declined to take action, so the measure will appear on the November 4 general election ballot. There is a lot of political organizing on both sides of the ballot initiative. HFIA has not testified on this measure, but has been keeping members updated on the status.

IEM-20, The Plastic Bag Reduction Ordinance Report, was presented at the July 22 IEM meeting and tells how many Maui customers are bringing reusable bags and how many are using paper bags: 21% are using reusable bags, 48% are using paper bags, 8% use a combination of reusable and paper, and 23% use no bag at all (or re-use boxes). HFIA reviewed the report and presented the relevant findings as a part of our testimony before the Honolulu Council, noting that bag fees are the most effective means to reduce single use shopping bags.

County of Kauai

Kauai C 2014-199, a Charter Amendment Petition relating to "A New Article XXXIII Protecting Right To Clean And Healthful Environment From Hazards Of GMO Agriculture, Establish Administrator Of Environmental Health, And Provide For Enforcement" submitted by Petitioners' Committee "Kaua'i Rising," was rejected by the Council on July 24. The Council requested that the Office of the County Attorney explore the County's options for obtaining a declaratory judgment.

Ordinance 960 required commercial agricultural companies that purchased or used more than five pounds or 15 gallons of any restricted-use pesticide to disclose the type used, active ingredient, date and time of use, and location used. The law was passed in November 2013 and was scheduled to go into effect in August of 2014, and then was pushed back to October 2014. The law was ruled invalid by a U.S. magistrate judge on August 23, 2014. Subsequently,

public hearings on the draft rules for the ordinance, which had been scheduled by the Office of Economic Development, were cancelled.

County of Hawaii

Resolution 501-14, which requests the Hawaii State Legislature to adopt provisions for truth-in-labeling for Hawaii-Grown Coffees, was adopted by the Council on October 15. HFIA is monitoring this in order to be prepared for potential state legislation in 2015.

Bill 302 would prohibit smoking in certain places and the use of electronic smoking devices. The bill was postponed by the Committee on Public Safety and Mass Transit and was scheduled to be heard on November 6. 📄

Thank you for reading HFIA's Legislative Update and stay tuned for our action alerts and Weekly Update emails for more information!

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Do Fewer Food Coupons Signal Less CPG Support for Supermarkets?

Refrigerated categories lead decline, and portend problems ahead

BY PHIL LEMPERT, THE SUPERMARKETGURU®

New Marx data shows a 3.9% decline in food coupons distributed during the first half of 2014, with the most pronounced drop occurring in refrigerated categories. Coupons also had shorter expiration dates (8.2 weeks, down 1.3%) to build shopper urgency, and higher weighted average face values (80 cents, up 6.4%) to appeal more to shoppers.

By contrast, non-food manufacturers issued 8.2% more coupons – though also with shorter expiration dates (6.3 weeks, down 2.0%), and higher face values (\$1.73, up 2.1%). The coupon increase stems partly from several health care and personal care brand makers, which turned to multiple-paged themed FSI coupon events to “break through promotion clutter with shoppers and create larger merchandising opportunities with retailers,” notes Dan Kittrell, VP-Account Solutions at Marx, a Kantar Media solution.

He further suggests the refrigerated foods drop in coupons issued “may reflect unique challenges for these categories... securing incremental in-store display support, avoiding out-of-stocks on the shelf, and aligning with shoppers’ limited ability to stock up during promotions.”

This last point intrigues us the most at *The Lempert Report* – because the loss of stock-up trips is a sure sign of

paycheck-to-paycheck food buying that continues to pose immense strategic challenges to supermarkets that need to (a) show value to consumers, and (b) grow their top and bottom lines to remain viable.

When food manufacturers feel the classic activity of couponing may not provide a desired lift, it reinforces the vulnerability of food stores to smaller, more convenient outlets for more frequent yet lower-ticket quick trips. It also signals a bigger message to us that alternate formats continue to encroach steadily on food and nonfood sales.

More evidence: Alternate channels took the top 6 spots for “retail promotion pages circulated with traditional FSI vehicles” during the first half of 2014, shows Marx. They are Walmart, Walgreens, Target, Family Dollar, Dollar General, and CVS. In all, retailer promotion pages soared by 26.8% to more than 14.5 billion pages in the period; Walmart’s alone rose 45.9% to more than 5.2 billion pages.



Sell Prepared Foods, Win Millennials

Performance prepared foods build recurring revenue and appeal to younger workers

BY PHIL LEMPERT, THE SUPERMARKETGURU®

Supermarkets could take a cue from Silicon Valley: Target business customers with fresh, healthfully prepared foods that sustain workers’ energy levels and make them more willing to collaborate with each other.

Technology companies known for providing meals do so to create more collegial work environments, foster teamwork, keep staffers on the premises, and tamp down the pressure everyone feels to produce. Lunches, dinners, and nighttime snacks may not cost employees money, but there is no “free lunch” philosophy. Food serves as both performance fuel and social lubricant at these companies. In addition, employers that use worker wellness to minimize health insurance premiums can leverage the right food mix to achieve this goal.

If more supermarkets pursued companies more aggressively, they could tap profitable, recurring revenue streams. By branding their menus and related delivery trade dress, they could develop strong reputations among Millennials in their markets for “performance prepared foods” – and that message could translate into Millennials’ needs at home, where everyday life is also hectic, especially in households with growing families.



Millennials would be filled with food ideas for home after seeing the difference inspired food can make at work. Cornell University and Dartmouth College researchers released two studies connecting hunger to feelings of entitlement. They found that “famished team members might be less likely to work together and help each other and hesitant to apologize for their mistakes,” reports *The Wall Street Journal*. Cornell Professor Emily Zitek, a study author, told the paper, “[Hungry people’s] priority is to do things to make themselves feel better. ..once... satisfied...they can turn to other needs, like social connections.”

A sampler of this week’s meals from the Facebook Culinary Team shows the kinds of supermarket food offerings that would resonate with Millennials. Smoothies for breakfast. An Asian fusion lunch featuring Korean beef tacos or misoyaki chicken with smoked corn relish – or for vegetarians, edamame panzanella salad or braised lotus root with cashew pesto. For dinner, a choice of pork rillettes or, for vegetarians, bean cassoulet. Here’s the tasty link to explore: <https://www.facebook.com/FacebookCulinaryTeam>.

Restaurants Refocusing on Health

Supermarkets should closely monitor the growing health image of eateries

BY PHIL LEMPERT, THE SUPERMARKETGURU®

According to a recent study, restaurants are making menus healthier to help achieve higher forecasted growth rates – particularly focusing on locally sourced items, cleaner ingredients, and value products.

The 2014 U.S. Foodservice Study by L.E.K. Consulting states that these health-driven decisions are being made against this backdrop: 74% of senior food service executives expect growth rates over the next three years will outpace the prior three, yet 60% believe the positive effects will be tempered by higher prices from the anticipated takeover of U.S. Foods by Sysco.



According to the study, 56% of operators surveyed have already changed or are changing menu items to include gluten-free. Furthermore, we will most likely see vegetarian or vegan (52%) and all natural choices (51%) leading a variety of health-skewed options.

Given that restaurant menus often dictate consumer expectations for tastes, variety, and ingredients in supermarket prepared foods for takeout, we believe supermarkets should closely monitor the growing health image of eateries – and mimic with their own spin that makes dishes distinctive.

One reason restaurants are changing, we think, is to avoid the “veto vote” from someone in a group of potential diners who requires a healthy choice, but sees no satisfactory choice on the menu. That same person may well be the chief household shopper the supermarket needs to please as well. In our view, it would be a wasted opportunity for grocers to give restaurants room to encroach on the health image they’ve worked so hard to establish.

Supermarkets Can Help With Hangovers

Widespread drinking creates new sales and educational opportunities for food stores

BY PHIL LEMPERT, THE SUPERMARKETGURU®

A majority of U.S. drinkers experience hangovers (57.0%) – and most who do (58.3%) say the hangovers are more intense than they used to be. Although just one in eight (12.2%) say the hangovers “always” or “usually” come, the unpleasantness drives them to try to avoid hangovers entirely or reduce their frequency and intensity.

Findings of an exclusive national consumer poll by *The Lempert Report* detail the most common steps people take:

- Drink water (89.8%)
- Sleep (69.4%)
- Drink less than I used to (69.4%)

Further down the list:

- Shower (34.7%)
- Exercise (26.5%)
- Drink coffee (14.3%)
- Take an OTC hangover remedy (10.2%)
- Drink coconut water to restore electrolytes (10.2%)
- Eat eggs (cysteine breaks down toxins) (8.2%)
- Eat ginger or ginger capsules (digestive) (8.2%)

In order, people say red wine is the most common drink choice in their household (71.8%), followed by beer (57.7%), white wine (50.6%), craft beer (42.4%), vodka (30.6%), and whiskey (24.7%). More than four in ten (43.5%) told TLR in the survey that they consume an alcoholic beverage once a week, three in ten (30.6%) say “most days of the week,” and 14.1% say once or more a day.

While this doesn’t seem excessive, our survey raises the question of why hangovers seem more intense. Science

hasn’t fully mapped the relationship between alcohol, glucose levels, various chemicals, and hangovers, though more research is addressing the topic now, according to recent coverage in *Wired*.

Meanwhile, given the ubiquity of drinking and the widespread risk of hangovers and unsafe behaviors, TLR suggests that supermarkets inform shoppers about common food products that could help – such as coffee, coconut water, eggs, ginger and OTC remedies mentioned above, as well as B and C vitamins, juice (to restore glucose and vitamin C, bananas (to restore potassium) and asparagus (enzymes break down toxins). Stores may also want to promote responsible drinking and curtail irresponsible driving in two ways: offer home delivery of wine, beer, and spirits, and consider selling some of the new, inexpensive personal breathalyzers reaching the marketplace. 🍷





Cheers!

Hawaii Connects With Premium Liquor Market

BY JASON Y. KIMURA

Some 40 years ago, big companies just didn't ship a lot of product lines to Hawaii, let alone the smaller ones. If you're old enough to remember that, then you also remember that Hawaii was a different place back then. The world was a much less connected place, and we were very remote in many avenues. But Hawaii is changing in big ways. One of these is the availability of craft beers, fine wines, and premium spirits.

Hawaii is still remote, but what has changed? "We got on the bandwagon late," explains Philana Bouvier, Young's Market Company Executive Vice President of Sales for Hawaii. "We're thought of as not able to get specialty items, but because we have gastropubs and high-end resorts and restaurants, we're getting them."

A brief look at some national trends will shed light on where Hawaii is going. Last year, a *Forbes* Lifestyle article pointed out eight hot cocktail trends: craft spirits, rum from around the world, bitters (house-made and craft), simplicity (fewer ingredients), Latin American spirits, beer cocktails, fresh organic herbs, and smoky flavors.¹

But even five or six years ago, Hawaii mixologists at high-end restaurants and hotels were serving up hot new cocktails thanks to people like Bouvier, who brought back to Hawaii the mystery and charm of the best products found in metropolitan centers across the country—and thanks to luxury hotels like the Halekulani, which leads the way by its willingness to be on the cutting edge.

Shortly after the turn of the century, drinkers worldwide had a change in perspective. Peter Shaindlin, CEO of the Halekulani Corp., was quoted as saying that there's a desire for a lot of people to take a step back to a retro approach to social culture, particularly among the younger generations.² "The younger generation is looking for an authentic story, an authentic spirit," says Bouvier. "They want to relate to something exclusive that's hard to get."

Craft beer continues to be hot, challenging established domestic beers, and it looks like the trend will continue. Built purely through social media, Sazerac's Fireball cinnamon flavored whiskey became a surprise fad with its



different and unexpected flavor. Hawaii now has an allocation of Fireball, which has tripled its sales in two years to making nearly 7 percent of tabs in 2014. Similarly, people looking for something different are driving the proliferation of hard apple ciders. Currently leaning to reds, wine consumers are becoming increasingly sophisticated. Gin is huge, with a double-digit trend, and craft classic cocktails are coming back.

“Consumers are getting particular,” adds Randy Kuba, owner of HFIA member company Lotus Spirits, an importer that specializes in premium spirits, including Herbal Awamori from Okinawa. “They understand how to taste wine and distilled spirits. They’re getting educated and willing to try different things.” On the other end of the age spectrum, Kuba noted that many aging baby boomers who are retired, or almost retired, have the disposable income to try high-end wines and spirits.

One of the changes in the alcoholic beverage industry is that there are a lot more wineries, distillers, and breweries worldwide. According to Kuba, they far outnumber the available distributors, retailers, and restaurants, and they

allocated items because it promotes the Hawaii tourist industry,” says Bouvier. “Young’s Market has allocations of some of the most exclusive items in the world, and you can now buy them at your local specialty retailer.”

Another hot trend is bourbon, especially super premium ones (\$30 or more). The corn-based, barrel-aged spirit accounts for most of the whiskey made in America. However, before the current boom, the American whiskey industry was suffering from flat sales and a lack of investment.³ Bourbon was thought of as old fashioned, and not in a good way. However, sales have surged some 40 percent in the past five years, and bourbon is everywhere—in the media, TV shows, and movies, as well as bars. Hundreds of craft distillers have dotted the landscape and they can barely keep up with demand. Industry watchers believe the renewed passion is driven in part by the desire for authenticity. Bourbon’s authenticity comes from its deep roots in American history, from 18th century settlers who built the first stills in Kentucky to the pioneers who brought it west after the Civil War.⁴ Ironically, the old era of bourbon’s



Glenfiddich 50 Year Old at Vintage Cave

\$2,500 even though the suggested retail price was \$250.

Showing that Hawaii can get exclusive allocations, Young’s Market recently held a private uncorking event of Glenfiddich 50 Year Old single malt whisky (spelling denotes Scotch whisky) at Vintage Cave. A bottle of Glenfiddich 50 Year Old will retail for about \$30,000. The darkest of Glenfiddich whiskeys, the golden amber 50 year old is said to be “light and elegant, the nose is beautifully harmonious with an uplifting vibrant and complex aroma. The taste is initially sweet with a zesty orange marmalade and vanilla toffee flavor, which cascades through...aromatic herbs, floral and soft fruits, silky oak tannin and hints of gentle smoke.” Allocation will be select markets; the U.S. will receive just a few bottles.

“We want to introduce everyone—the local community and visitors—to new products,” says Bouvier, who likes to look at the bigger picture. “At the end of the day, it’s about Hawaii. Our responsibility as a distributor is not only to bring in product, but to promote Hawaii.”⁵

The younger generation is looking for an *authentic story*, an *authentic spirit*

want to come to Hawaii because of the international tourism. “Craft distilleries and boutique wineries are very good, but [most] are focused on making a good product and don’t have marketing capabilities,” he says.

“We are able to get allocations [of exclusive items] because of the investment in Hawaii,” says Bouvier, pointing to the entry of luxury brand hotels like Montage, Ritz Carlton Residences, and Four Seasons Hotels and Resorts in addition to the growing mixology and craft bar culture in Hawaii. Hawaii may not have the population of huge metropolitan areas on the mainland, but eight to nine million people visit every year. These visitors want to relive their Hawaii experience in some way, and will buy what they’ve had here when they get home. Wineries, distillers, and breweries recognize this and want to bring their products here. “Our responsibility as a distributor is to make sure we bring in

history is now considered more authentic than the present era, and therefore hip.

However, during the downturn, distillers put away less bourbon. Fifteen years ago, they made less than 60 percent of what they did in the 50s and 60s. Creating bourbon at any given time is based on a projected demand far into the future. That is, the supply of 15 year old bourbon available today is what was made 15 years ago when business was bad. That the versatility of bourbon and its sweeter taste profile appeals to drinkers in other countries only increases demand. Interestingly, the growth of bourbon sales has not been as high in the “value” category (13%), but in the super premium category (97.5%).⁵

George T. Stagg is an example. A new version called George T. Stagg, Jr. recently came out at \$49.99 a 750ml bottle. Other premium bourbons include Buffalo Trace, Elijah Craig, and Pappy Van Winkle Family Reserve Bourbon 23 year old, which can now cost over

1. Andrew Bender, <http://www.forbes.com/sites/andrew-bender/2013/09/03/8-ways-youll-be-drinking-cocktails-differently/>.

2. Sheila Sarhangi, Behind the Glass, <http://www.honolulumagazine.com/Honolulu-Magazine/August-2008/2009-All-Island-Restaurant-Guide/Behind-the-Glass/>.

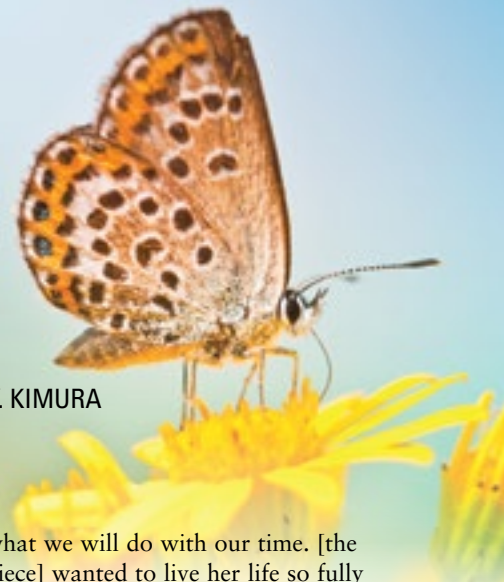
3. Clay Risen, The Billion Dollar Bourbon Boom, *Forbes*, Feb. 2014, p. 60.

4. *Ibid.*, p. 64.

5. *Ibid.*, p. 63.

Writing the Story of Your Life

BY JASON Y. KIMURA



Josh Wisch is writing the story of his life, and learning how to shape it to how he would like to live it. The Department of Taxation deputy director spoke at an HFIA meeting, but wasn't there to talk about tax policy; he gave a motivational speech told in the form of his personal journey.

With the sudden death of Wisch's mother when he was 15, his dad became both father, mother, mentor, and best friend. He learned from him his first lessons on how to take control and create the story of his life. "He always told me that our priorities are not what we say they are but are revealed by how we spend our time," says Wisch. A couple years ago, Wisch joined the Omidyar Fellows, a local leadership program established by eBay creator Pierre Omidyar to change Hawaii for the better. One of the activities at Omidyar Fellows is the Individual Learning Excursion, in which each individual embarks on a different journey to test their comfort zones and boundaries. Wisch chose a three-week, worldwide journey that took him to Auschwitz in Poland, then to Rwanda, site of the 1994 genocide, and then to the My Lai massacre site in Vietnam.

In visiting places where the worst examples of inhumanity took place, Wisch's purpose was to seek the reasons they happened, why nobody stopped them, and what those countries did to recover from them. However, what stood out most for him were the stories of survivors he met or read about, and how they had decided to write new chapters in the stories of their lives, and to move on from the unspeakable horrors they had experienced.

At Auschwitz, Wisch met a survivor. Eva Mozes Kor and her twin sister Miriam were subjected to human experimentation by Joseph Mengele. Kor had forgiven—but not excused—the

Nazis because she had decided that it was the best way for her live free. In Krakow, a rabbi stated that cultures perpetuate themselves in the face of destruction through the power of narrative. "*People* perpetuate themselves in the face of adversity through the power of narrative as well," says Wisch, forming his own conclusion on how a person can survive. "Eva was doing this. She was writing the narrative of her life, not the Nazis.



Joshua Wisch

"The most compelling story is the story about ourselves to ourselves," he continued. "Eva's story was that she was not going to be a victim. This is something I saw in the rest of my trip." At Wisch's next stop in Rwanda to visit the place where one million people were slaughtered in a period of 90 days, he discovered a handwritten note in the main genocide memorial. One victim's niece had written that she was going to do as much as possible in life that she might be able to live some of her aunt's dreams for her even if by accident. We don't get to decide what happens to us, even bad things like genocide, Wisch concluded. "We only have to decide

what we will do with our time. [the niece] wanted to live her life so fully that it would encapsulate two lives."

At his final stop at My Lai, where U.S. troops massacred unarmed civilians including women and children, Wisch met a woman who hid under a dead body for eight hours and witnessed the killing of her father. After escaping, the woman returned to My Lai only a day or two after the massacre. Asked why, she responded that she had to harvest the rice because it was all they had to eat. "She took control of her story and decided it wasn't going to end with the massacre," said Wisch, "and that there were more chapters to write.

"Fortunately, most of us don't have to live through a genocide, but we have our own daily trials," he continued. "While they don't hold the fate of the world in the balance, they certainly have the power to hold our own personal history in the balance." Wisch challenged the audience to ask themselves what their own personal story reveals about their work, life, and health. "Are you the hero of the story or is someone else?" he asked. "See if the way you're spending your time is actually creating the story you want to live with your life, and when you see where the pukas are, start writing a new story word for word.

Two weeks after Wisch returned home, his father was killed instantly in a bicycling accident. He quotes Eva Mozes Kor: "There is always hope after disaster. There is always a tomorrow after despair." Wisch presented a final challenge: "Everyone has something that has brought you low. Accept it when it happens, and...realize it's part of what makes you human. When we're human we're at our best, and when we're at our best is when we have the best opportunities to tell the best stories about our own lives." 📖



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What's Love Got to Do with It? For Sales, It's *Everything*

BY PAM LONTOS AND TROY HORNE

In today's sales environment, having the most product knowledge and the best pitch or presentation can only take you so far. What really makes prospects and clients eager to buy from you is the amount of love they feel from you.

Yes ... love.

While most people think that love has no place in business—and especially in sales—quite the opposite is true. In reality, love is like a magnet. The more love you put out to others, the more you'll attract positive outcomes (in this case, sales).

Realize, though, that the love required is not the romantic type, so you don't have to date your clients or woo them with candy and flowers. Rather, love in sales is more about caring, showing compassion, and being genuinely interested in the other person. These kinds of emotional factors carry a lot of weight in today's selling situations. Savvy salespeople know the value of love and display it to their clients daily. Here's how you can too.

Acknowledge your prospects and clients

It's common for clients to go with a more expensive product or one with fewer features simply because they like the salesperson. If you think that doesn't make sense, consider that the greatest human need is to feel appreciated. Often, the salespeople of the winning products simply made their client feel special. Especially in today's technology age where person-to-person contact is often limited to emails or texts, developing a real bond with others and showing love by acknowledging them is more important than ever.

For example, Tina sold merchant credit card services. There was one large company she really wanted to get in with, but the decision maker continually told her no—that he was happy with their current merchant services provider. But even though he said no, Tina continued to follow up with him, always taking the time to talk with him about things other than her product. During one of those conversations she learned

when his birthday was and she notated it in her calendar. When his birthday rolled around, she sent him a very funny, yet tasteful, singing telegram. He called her on the verge of tears, thanking her for the kind gesture and revealing that no one—not even his wife or kids—remembered his birthday. The next day he signed up and became one of Tina's best clients. A little acknowledgement goes a long way.

Help others— with no strings attached

Zig Ziglar once said, "You can get everything in life you want if you just help other people get what they want." That sentiment holds true in sales. The more you help your clients—without expecting anything in return—the more business you'll eventually receive. Therefore, show your love by doing things that help people in their business and in their personal life. Recommend other companies—even your competitors—if you aren't the best fit for their needs. Make introductions to businesses and individuals your client may enjoy knowing. And above all else, do something nice for your clients just for the sake of being nice.

Phil sold radio advertising for a small station. One of his prospects owned an advertising agency who bought ad space for large national companies. Each time he approached his prospect, she told him no—that his station was too small for their large accounts which demanded higher ratings before committing to advertising. Phil knew she had an eight-year-old daughter, as did he, so when he won four tickets to a One Direction concert, he asked if her daughter would like to accompany his family to the show. The prospect was thrilled, but she suspected that Phil would expect her business in exchange. He assured her that was the furthest thing from his mind; he simply thought her daughter would enjoy the concert. She knew her daughter loved One Direction, but she couldn't imagine going to the concert and listening to all the screaming girls, so she took Phil up on the offer. While the prospect didn't buy from Phil due to her need

for higher ratings, she did refer some colleagues to him who were looking for radio advertising time, and many of them bought, ultimately resulting in more business than he ever had. By giving without expecting anything in return, Phil got paid handsomely.

Treat your prospects and clients like friends

When you hang out with your friends, do you force yourself on them and only talk about or do things that interest you? Or do you think about their likes and needs and talk about and do things you both enjoy? Chances are that you take your friends' needs and likes into consideration and do what you can to make your time together enjoyable. The next time you meet with a prospect or client, show them love by treating them the same way you'd treat your friends. Let them talk about things that interest them, even if it's not about what you're selling. And when you discover something they enjoy, find a way to help them get what they want.

Chris was a successful call center technology salesperson who drove a sporty new Corvette—a gift he bought himself when he reached a major sales goal. One day he learned that a prospect he had been calling upon for the last few months would be in town for a conference. He knew this man was a car enthusiast, so he offered to pick him up from the airport in his Corvette. The prospect agreed. When Chris pulled up, he immediately noticed the big smile that came across the prospect's face. Without missing a beat, Chris asked, "Hey, would you like to drive it?" The prospect jumped at the opportunity. As the two of them drove down the highway to the conference, the conversation was about everything other than call center technology—cars, sports, food, etc. Chris treated his prospect the same way he treated his friends, and the next day the prospect called and asked Chris for a detailed proposal for his products. A few months later, the deal was closed...and Chris had not only a new client, but also a new friend.

The More You Give the More You Get

When your prospects and clients think of you, you want them to have positive feelings—to think of someone fun and friendly, not a pushy salesperson. So if you want to attract sales and become a top producer, start with love. You'll find that the more love you give, the more sales you'll get. 📞

About the Authors

*Pam Lontos and Troy Horne have written and recorded the song "Love is a Magnet" that shows how positive thinking will lead to increased sales and improved teamwork and productivity. Pam Lontos is President of Pam Lontos Consulting (www.PamLontos.com). She is a past vice president of sales for Disney's Shamrock Broadcasting. Troy Horne is an award-winning singer-songwriter who has appeared on Broadway, NBC's *The Sing Off*, and *Star Search* (www.TroyHorne.com). To download "Love is a Magnet" for free and play in your next sales meeting, visit www.LoveisAMagnet.com.*

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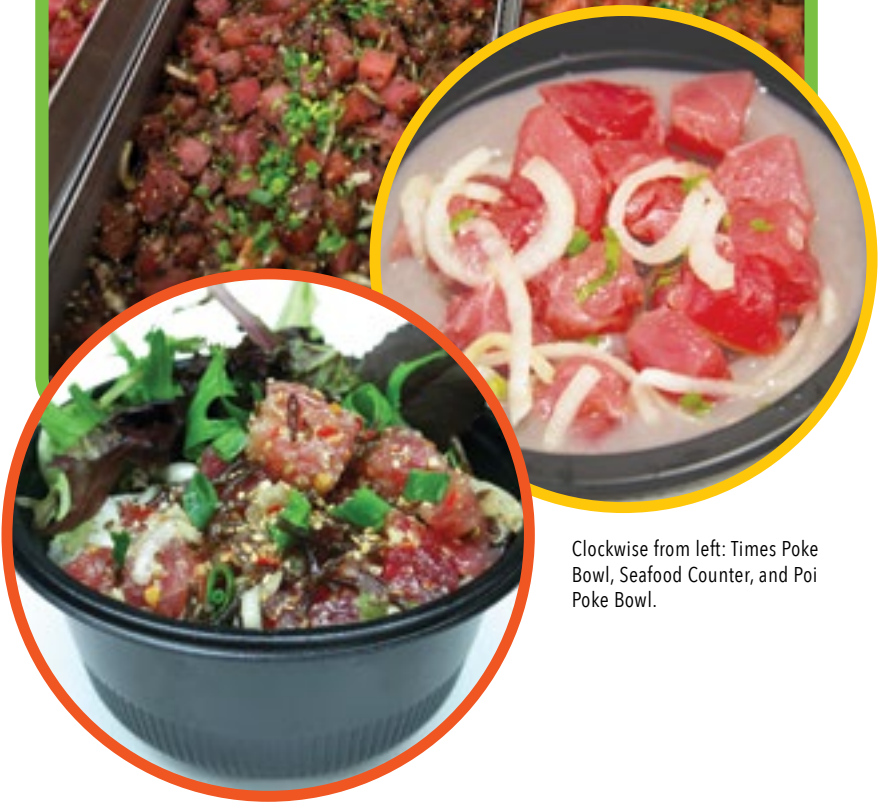
BY JASON Y. KIMURA

Holy holidays! Thanksgiving, Christmas, Hanukkah, New Year's Eve and Day—the Holiday Season is upon us! Nobody knows how to throw a potluck party like locals do. It ain't no proper party unless there's at *least* three times the amount of food and drink necessary for each man, woman, and child in attendance. We just cannot bring ourselves to arrive at a party without more than enough food, plus maybe another 30 percent just to be on the safe side. That's good for retailers and suppliers alike.

This year we asked HFIA members for some unique local, mainland, ethnic, cutting edge, or retro holiday goodies or combinations thereof they could suggest for the holidays. You can certainly bring the good old stuff you always see, like Chinese takeout or a KFC bucket, but why not bring something different this year and be the hit of the party? We picked a few ready-made items as well as recipes from HFIA member companies for you to chew on.

Meals Ready-To-Go

First, some ready-made items for non-cooks and those always on the go. Times Supermarkets' fairly new Seafood Counters have been a big hit since they opened, but especially during holidays. You can bet they'll be even busier during the major holidays like Thanksgiving, Christmas, and New Year's. Check out over 30 varieties of poke, as well as auction-fresh seafood. Times' poke comes in all the varieties you would expect, such as all the ahi types, but there are some notables you won't find anywhere else. Try their Snow Crab Shoulder Poke, either prepared with traditional poke seasonings or kim chee style. They're priced very reasonably, and are *good*. After sampling a piece, a certain writer had a mean craving for it and was compelled to go back *twice* in a week's time to get some. Because Times uses snow crab shoulders, there's lots of crab meat and it's easy to peel. The seasoning is just right and goes well



Clockwise from left: Times Poke Bowl, Seafood Counter, and Poi Poke Bowl.



Jayzlyn Vager prepares an amazing variety of poke at the Times Royal Kunia Seafood Counter.

with the natural brininess of the cooked crab. (For traditional raw crab poke, try their white crab variety.)

Other poke varieties include mini mussel, shrimp, kim chee yakidofu, smoked tako, and many more too numerous to list. There are other items as well, depending which Times Seafood Counter you visit, like taegu cod, ocean salad, kim chee ogo, salmon tempura nuggets, pickled onions, dried ika, and tako. Open from 9:00 am to 7:00 pm daily, Seafood Counters are now at Times Supermarkets locations at Kahala, Beretania, Kaneohe, Koolau, Kamehameha, Liliha, Aiea, Waimalu, Mililani, Royal Kunia, Lihue, and Koloa Big Save, with more locations coming soon. Get there early for the best selection!

Better yet, visit a Times Seafood Counter before the holidays to sample some of the varieties ahead of time so you can pick the ones that are sure to spice up your party. For a real eye-popping treat, visit the huge Royal Kunia Times Seafood Counter, where you can see over 60 types of offerings from poke to limu to opihi (*see photos*). Some items are rotated from time to time, and new offerings are always in the works. While you're there, treat yourself to a Poi Poke Bowl, which has been launched at the Royal Kunia Seafood Counter. You have a choice of any poke or other topping (about 1/3 lb.) atop 5 oz. of fresh poi. You can order a 2/3-pound topping if you're really hungry. Poi Poke Bowls will be available at all Times Seafood Counters in November.

No Hawaii-style party is complete without the rice, but not only just plain rice. You gotta have a sushi platter or three. Fortunately, HFIA member company 7-Eleven has party platters, and newly spruced up for the holidays. Choose from their Deluxe Sushi Arrangement (40 pieces) or Grand Sushi Arrangement (84 pieces), which is a best seller. Both have inside-out seafood salad maki, half-cut inari, and local-style shoyu tuna maki; the Grand has full-size inari, plus cucumber, kanpyo, and takuan hosomaki. There's also a 22-piece Game Time Span Musubi and the 22-piece Volcano Sushi Set with inside-out seafood salad maki with masago, spicy seafood inari, spicy ahi with fried onion topping, and sriracha on

Foodland Chef Keoni Chang's Kogi Dogs with Kim Chee Slaw

INGREDIENTS:

5 jumbo hot dogs
2 Tbsp low-sodium soy sauce
1 tsp sugar
1 tsp lime juice
5 hot dog buns
1 small ripe Haas avocado,
cut into quarters, peeled
and sliced thin

SLAW INGREDIENTS:

1-1/2 Cups finely sliced won bok
2 Tbsp finely sliced red onion
1/2 Cup kim chee, finely sliced
1 tsp kim chee juice
1/4 tsp garlic salt
2 tsp rice wine vinegar
1/2 tsp toasted sesame oil
1 tsp toasted sesame seeds
1 Tbsp mayonnaise
1 tsp canola oil
2 Tbsp finely sliced scallions



Combine slaw ingredients, toss well and chill. For dogs, heat a sauté pan on medium-high heat. Add hot dogs and slowly cook 2 minutes to caramelize and heat through. Mix together soy sauce, sugar, and lime juice, then add to pan. Allow to reduce and glaze hot dogs. Serve hot dogs in buns topped with slaw and avocado slices. Serves 5.

Approximate nutritional analysis per dog with slaw (based on a 2-ounce jumbo beef hot dog): 400 calories, 25 g total fat, 9 g saturated fat, 40 mg cholesterol, 1,300 mg sodium, 31 g carbohydrate, 4 g fiber, 7 g sugar, 12 g protein.



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- Hawaii Meals on Wheels
- Aloha Harvest
- Leukemia & Lymphoma Society
- Down Syndrome Ohana of Hawaii
- American Foundation for Suicide Prevention
- YMCA of Honolulu Weed & Seed Program



In May 2014, fifty employees from Hawaii Logistics and Hansen Distribution Group volunteered at Mauka Lani Elementary School in Kapolei to read to second graders and give new books to every student in the school. The celebration emphasized the importance of reading year round – a practice of great significance to C&S and First Book, a nonprofit social enterprise dedicated to providing new, age-appropriate books to schools and programs serving children in need.

The event concluded a community outreach initiative called Food for the Body, Food for the Mind conducted this spring in Kapolei, Waimanalo and Honolulu that resulted in over 1,200 local students receiving 3,000 new books to take home. The initiative was co-ordinated by First Book in partnership with Hawaii Logistics and Hansen and the Hawaii Food Bank

Since 2006, Hawaii Logistics' and Hansen's parent company, C&S Wholesale Grocers, in partnership with First Book, have donated more than 280,000 new books for children in two dozen cities and towns across the U.S.



May's Hawaii Kalua Pork Holiday Stuffing By Chef Ryan Day

INGREDIENTS:

2 - 12 oz packages May's Kalua Pork
1 cup small diced onion
½ cup small diced celery
12 cups stuffing mix
2 cups chicken or turkey stock
½ cup salted butter
1 tsp chopped dried thyme
1 tsp chopped dried sage
½ tsp granulated salt
¼ tsp ground black pepper



Preheat oven to 325.° Spread stuffing mix in two shallow baking pans and bake in upper and lower thirds of oven, switching positions halfway through until golden, 25-30 min. total. Cool bread in pan on racks and then transfer to a large bowl.

Heat butter in a large, heavy skillet over moderate heat. Place onions, celery, thyme, sage, salt, and pepper, stirring occasionally until vegetables are softened, 5-10 min. Add 2 - 12 oz. packages May's Kalua Pork to pan and heat, stirring occasionally to mix. Stir kalua pork mixture into bowl with bread cubes. Drizzle with stock, then season with salt and pepper to taste.

Transfer mixture to a buttered 3-quart shallow baking dish. Bake covered in middle of oven for 30 min., then uncover and bake until browned, about 20 min. more. Makes 8-12 servings.

May's Hawaii Pork Adobo Holiday Stuffing By Chef Ryan Day

INGREDIENTS:

2 - 12 oz packages May's Pork Adobo
3 cups (cold) cooked rice
2 eggs, lightly beaten
3 Tbsp vegetable oil
2 Tbsp chopped garlic
¼ cup chopped green onion
soy sauce

In a large skillet, heat vegetable oil. Sauté garlic in oil until golden brown, then add in the eggs and green onion. Scramble eggs with the garlic and green onion until thoroughly cooked. Next shred the pork adobo into smaller pieces and add to the pan with the juices. Heat all ingredients thoroughly. Last, add rice. Toss and incorporate all ingredients together. Finish by adding soy sauce to taste. Makes 8-12 servings.



sushi rice. There are other platters as well, including Tasty Tenders mochiko and karaage chicken, Local Style Fried Saimin, Party Time Pancit Noodles, Super Somen Salad, Deli Sliders, and for dessert, a Celebration Assortment of mochi. Party platters range in price from \$19.99 to \$29.99 (Deluxe and Grand, respectively). Tasty Tenders are a little more at \$34.99. Prices are slightly higher on the neighbor islands.

During November, all party platters are \$2.00 off. From December 1 through 21, 7-Eleven is offering a free Tailgate Pack of your choice (\$8.99 value) with the purchase of two party platters. Bringing a 7-Eleven party platter requires only slight advance planning. Call in your order at least one day before by 8:00 am. Party platters are made fresh daily.

From HFIA to Your Kitchen

For those who want to bring something homemade, a number of HFIA member companies shared special recipes that use their products. These will be sure to make your dish the rave of the party. Check out these hand-picked, mouth-watering recipes, which range from easy to a little bit more involved:

Darigold's Bacon Butter; Auntie Lilikoi's Deviled Eggs



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and Passion Fruit Pineapple Salsa; May's Hawaii Kalua Pork or Pork Adobo Stuffing by Chef Ryan Day; Diamond Bakery's Sweet Chili Salmon and Sweet Chili Cracker & Portuguese Sausage Stuffed Mushrooms by Chef Ryan Covert; and Foodland Chef Keoni Chang's Kogi Dogs with Kim Chee Slaw.

Don't Forget the Bread

In Hawaii, starch rules, so don't forget the bread. As the host of a holiday party, pick up some packs of Love's Brown and Serve Dinner Rolls to go with all that turkey gravy. Leftover turkey is one of the best parts of a holiday meal, so also get some Love's jumbo white or wheat bread, which will make great next-day turkey or roast beef sandwiches, or perhaps that diner classic, a hot roast turkey sandwich with brown gravy.

Just Desserts

There are any number of desserts available at your local retailer that you can bring to a party. Maybe something unexpected and nostalgic like resurrected Hostess Ho Hos, Ding Dongs, and Twinkies to bring out the kid in everyone. You're always safe with a pie...but what kind? This holiday season, maybe it's not so much the kind, but the *brand*.

Bridging the gap between ready-made and homemade are Holy's Pies. The famous pies come frozen from the Big Island. All you have to do is buy them from the supermarket and bake 'em! Big Island folks rave about Holy's *very* buttery, flaky crust and sumptuous fruit fillings. They're like no pie you've



TOP: 7-Eleven Super Somen Salad is a popular party choice. MIDDLE: In Hawaii, you can't go wrong with Spam musubi. BOTTOM: 7-Eleven Deluxe Sushi Platter.

Things are always better with butter—and bacon! Try this double barreled treat!

Darigold Bacon Butter

INGREDIENTS:

- 1 cup (2 sticks) Darigold butter, softened
- 6 slices bacon, cooked until crisp and crumbled
- 1-1/2 tsp Dijon mustard
- 1/4 tsp freshly ground black pepper

Mix all ingredients, chill, and serve!



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Here are a couple really good potluck dishes using Aunty Lilikoi Passion Fruit Mustards and Aunty Lilikoi Passion Fruit Juice:



Aunty Lilikoi Deviled Eggs

INGREDIENTS:

- 3 hardboiled eggs
- 3 tsp mayonnaise
- 1 tsp Aunty Lilikoi Passion Fruit Mustard or Wasabi Mustard
- 1/4 tsp salt
- 1/4 tsp pepper

Peel the boiled eggs and cut in half. Remove the yolks and place into a small mixing bowl. Add the remaining ingredients and mix until creamy. Scoop the egg mixture back into the egg whites. Garnish with paprika or an olive slice. The recipe is easily doubled or quadrupled for a party-sized platter.

Aunty Lilikoi's Passion Fruit Pineapple Salsa

INGREDIENTS:

- 1 14.5 oz can diced tomatoes
- 1 20 oz can crushed pineapple
- 12 oz diced jalapenos
- 3 Tbsp lime juice
- 1 bunch fresh chopped cilantro
- 1/2 of a diced red onion
- 1 10 oz bottle Aunty Lilikoi Passion Fruit Juice
- 2 Tbsp minced garlic

Combine all ingredients and chill for 30 minutes. Makes 3 quarts. Leftovers are great for omelets the next day!



Diamond Bakery's Sweet Chili Salmon.

ever tasted. Lots of folks from other islands also know about Holy's Pies from years ago when they were shipped statewide. Somehow, distribution fell by the wayside, but HFIA member company Harbour Brokerage recently began distributing them outside of the Big Island again, and Holy's Bakery can barely keep up with the demand!

For those who haven't heard of them, Holy's Bakery is such an institution that their address is listed as 543885 Holys Bakery Road #B in Kapaau just behind the Nambu Building that served as a hotel and restaurant in the 1920s. It was a busy place during World War II, catering to traveling salesmen and construction workers who boarded by the week.

Yoshio Hori started the bakery in the 1930s just down the street, but moved it to the area behind the Nambu Hotel, which was owned by his uncle. The family name, Hori,

when pronounced Japanese style with a rolled "r" sounded like "ho-lee" to non-Japanese ears, so a "y" replaced the "i" and the name Holy's Bakery stuck. Hori had seven children who all grew up in the bakery, helping after school, especially during World War II.

Holy's Bakery pies—apple, coconut, pear, and peach—are all sold frozen at the bakery or at retail stores throughout the state. Harbour Brokerage has brought them to Tamura's, Don Quijote, Times, Foodland, and Safeway. More will be brought in for the holidays, but get yours early before they run out!

Take our suggestions or come up with your own for the holidays. Get your ready-made foods, your recipe ingredients, and your beverages from HFIA retailers, and have a unique, nostalgic, cutting edge, off-the-wall, creative, and *holy* season! 🍰



Diamond Bakery's Sweet Chili Salmon By Chef Ryan Covert

TOTAL COOKING TIME: 30 minutes

INGREDIENTS:

6 fresh salmon filets, 5-6 ounces each (or any other fish such as opah, sea bass, or mongchong)
1 Tbsp per filet of Sriracha mayonnaise

FILLING INGREDIENTS:

3 individual packages of Diamond Bakery's Sweet Chili Soda Crackers
1 garlic clove, minced
1 lemon, zested
1/2 cup of cilantro, finely chopped
3 Tbsp melted butter
2 Tbsp sweet chili sauce
salt & pepper

Preheat the oven to 475.° Place crust ingredients into a food processor and blend into breadcrumb consistency. Next, cover a baking sheet with heavy-duty foil and spray with nonstick cooking spray. Season fish with salt and pepper and coat tops with Sriracha mayo before generously adding crust toppings. Convection bake in oven for 8-10 minutes or until desired doneness. Cooking time may vary depending on thickness of filet and type of fish. Serve with your favorite side dishes. Serves 5-6 people.

Diamond Bakery's Sweet Chili Cracker & Portuguese Sausage Stuffed Mushrooms By Chef Ryan Covert

TOTAL COOKING TIME: 40 minutes

INGREDIENTS:

25 extra large button mushrooms

FILLING INGREDIENTS:

2 individual packages of Diamond Bakery's Sweet Chili Soda Crackers
1 package of Redondo's mild or hot Portuguese sausage, roughly chopped
3 garlic clove, minced
5 oz goat cheese
1/2 cup of cilantro, roughly chopped
3 Tbsp Mae Ploy Sweet Chili Sauce

Preheat the oven to 425.° Place filling ingredients into a food processor and blend to coarse consistency. Next, take stems out of mushrooms and generously stuff each cap with filling. Place stuffed mushrooms into a baking dish and place in oven for 20 - 25 minutes until golden brown. Serve this sweet and spicy pupu at your next holiday party. Serves 6 - 8 people.



Holy's Bakery pie.

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Giving Back

HFIA members give back to the community in many unsung and undocumented ways. They are not only business people that must keep their companies afloat, they are members of Hawaii's community and have a stake in what happens here. The following are just a few examples that are just the tip of the iceberg of how HFIA member companies give.

Times Supermarkets

Fundraising among Times employees generated the following for these worthy organizations:

- *American Diabetes Association:* \$29,558
- *Muscular Dystrophy Association:* \$32,340
- *American Heart Association:* \$32,017

Times has 24 stores on three islands—Oahu, Maui, and Kauai—operating under the Times, Big Save, Shima's, and Fujioka's banners. The supermarket chain's major fundraising efforts are for the American Heart Association, American Diabetes Association, Muscular Dystrophy Association, Hawaii Foodbank, and the Shop and Score Program for high schools on the three islands they serve.

The Check Out Hunger program and the Times Annual Golf Tournament raised over \$100,000 for the Hawaii Foodbank, and donations of food are also made weekly. Shop and Score netted over \$250,000 in athletic equipment to support the various high schools on



ABOVE: Anheuser-Busch builds a case for the Hawaii Foodbank. BOTTOM: Liliha Times store associates present a ceremonial check for \$32,017 to the American Heart Association from a recent heart pin-up fundraising program.





Monster Mash...more like Monster Cash at Anheuser-Busch.



Bob Stout, Times President, presents Polly Kauahi, Hawaii Foodbank Vice President and COO, with the fundraising results of the Check Out Hunger program and the Times Annual Golf Tournament.

the three islands. Additionally, Times held a recent weekend fundraiser for Lahaina Luna and Maui high schools, which raised over \$10,000 for each school and their athletes. Times is a generous donor, especially when it comes to schools. Owners John and Pat Quinn are firm believers in giving back to the community you serve, believing that it's not only a part of being a good corporate citizen, but also ethical. Business is not all sales and profits, they insist, because at the end of the day, the grocery business is really a people business and serves the public—Times just happens to do it by selling food.

Times also gave to 77 other groups, schools, or charities so far this calendar year, including the Boy Scouts, Girl Scouts, Salvation Army, and a myriad of local schools from elementary all the way up to the University of Hawaii.

Aunty Lilikoi

Aunty Lilikoi doesn't really have a formal giving program, but that doesn't mean the company isn't a good corporate citizen. Aunty Lilikoi supports many non-profit organizations with generous monetary and product donations over the course of the year, including hospitals, schools, hula halau, community organizations, and sports teams. Co-owner Lori Cardenas also sponsors golf tournaments put on by the Kauai Chamber of Commerce, Kauai High School Foundation, Kauai Filipino Chamber of Commerce and Kauai Community Federal Credit Union. Golf tournament proceeds usually fund scholarships.



"Saimin Says" buy saimin and BBQ sticks even if it's 7:00 in the morning at Anheuser-Busch.

Anheuser-Busch Sales of Hawaii

Energized with a common dream, the employees of Anheuser-Busch Sales of Hawaii are making a positive and sustainable difference in the communities where they live and work through "The Heart of Giving – Our Employee Volunteerism" program. The company continues its tradition of supporting various local charitable and educational organizations, athletic activities, and team events.

This year more than ever, employees got out from behind their desks, stepped away from their forklifts, and put away their hand trucks to share their time and talent. The Hawaii Foodbank's 2014 Food Drive was just one of the many beneficiaries of The Heart of Giving – Our Employee Volunteerism. In addition to achieving their monetary and canned food donation goals, Anheuser-Busch's food drive featured creative, fun, and appetizing fundraisers culminating in the grand finale April 19 Food Bank Drive. 🍷

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This year's HFIA Convention will be held at the beautiful Turtle Bay Resort on the fabled North Shore on the Island of Oahu.

Join us for a weekend of fellowship, education, camaraderie and celebration as we honor HFIA's next Hall of Fame inductee and recipient of the Ni'ō Award of Excellence.





Hawaii Critical Care Supply, LLC

PROFILE: Hawaii Critical Care Supply is a specialty medical equipment distributorship that focuses on providing Hawaii's medical facilities with equipment used

in the fields of anesthesia, respiratory care, emergency care, neuro-surgery, and cardiac surgery. The company also supplies Hawaii businesses—including food industry companies—emergency AEDs (automated external defibrillators) that can save a life if an employee or customer suffers a heart attack. For every minute that goes by with out CPR (cardio-pulmonary resuscitation) and/or defibrillation, a victim's chances of survival decline by 10%. Hawaii Critical Care Supply provides the medical technology that can give an added measure of safety to the workplace.

REASON FOR JOINING HFIA: No matter what venue or business, sudden cardiac arrest knows no boundaries. It is a growing trend for suppliers, retailers, food manufacturers, restaurants, and any business large or small serving the public to have strategically placed AEDs onsite. Early defibrillation along with CPR highly increases a heart attack victim's chances of survival. Hawaii Critical Care Supply would like to supply HFIA member companies with the AED equipment best suited to their needs.

UNIQUE TO THE COMPANY: Hawaii Critical Care Supply can respond expediently to requests for AEDs and accompanying education. The small two-person operation allows servicing of customers' needs quickly and efficiently. Hawaii Critical Care Supply not only sells and services the Philips HeartStart line of AEDs, but also provides education and personal training for customers at no extra charge. Philips HeartStart AEDs are designed for use by the lay public and businesses that serve the public. Although not a typical HFIA member company, Hawaii Critical Care Supply provides a significant measure of assurance should an individual be stricken with a sudden cardiac arrest at the workplace. Exclusive to HFIA members, Hawaii Critical Care Supply will offer an automatic 10% discount off of list price on all AEDs and accessories.

LOCATION & SERVICE AREA: Hawaii Critical Care Supply is centrally located on Oahu, but serves all of the Hawaiian Islands.



Val and Hee Jung Patacchi

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BY LAUREN ZIRBEL

At HFIA, we know that our members are always working to improve their businesses and so we are always working to find new and better ways to support and benefit our members. This fall and winter, we are developing and implementing new strategies and ideas that will enhance the services we provide all members.

Our Board of Directors is hard at work crafting a new Strategic Plan. This will ensure that HFIA's work has maximum positive impact and is aligned with your needs as members. The plan covers every facet of the association, from government relations to membership, and ensures that we are on the right path, now and in the future.

HFIA continues to improve and expand our events. Following up on a blockbuster year for the Made in Hawaii Festival, HFIA started its first ever Made in Hawaii Show and After Hours Networking Event. The event is a new opportunity for HFIA members to network while also

sampling local products, as well as fine wines and beverages.

Our membership spoke loud and clear, asking for more networking and educational opportunities, and we are following suit. In addition to our new After Hours Networking events, we are also beefing up education by partnering with the California Grocers Association to offer three top tier educational morning seminars on January 13, 14, and 15 at the beautiful Aulani Resort. Speakers will cover Customer Service, Succession Planning, and Top Trends Every Independent Must Know.

HFIA's Annual Social will help to start the new year with some cheer! A "Tailgate Social" will be held at the Honolulu Country Club on Thursday, January 15, 2015 at 6:00 pm. This event is always extremely well attended and very special, especially for those of you who dress up! We will offer our usual assortment of bountiful prizes, tasty foods, and refreshing beverages!

In addition to our new networking and educational events, we've also added other substantial member benefits. By reaching out to member and non-member companies alike, we've been able to find and create new value-added benefits exclusively for HFIA members. Some of our newest benefits include discounts at Aston Resorts, Office Max, and Office Depot, and at member companies Avis and Budget. Details can be found in HFIA's Weekly Updates. We're especially interested in **creating even more member-to-member** benefits. We invite all who have a benefit that they'd like to offer and promote through HFIA to contact us.

With the 2015 Legislative Session fast approaching, this fall and winter have also been a time for innovation in our government relations operations. The Government Relations Committee, Board of Directors, Grassroots Director, and I have been collaborating on the development of a high-impact proactive government relations strategy. We are identifying key legislators, developing relationships, and reaching out to communicate our priorities before session even starts. We're increasing our presence at the Capitol by growing the Legislative Talk Story event. We're creating new ways to connect with legislators during session to ensure that the voice of industry is heard. And we're maximizing our positive influence by aggressively promoting key legislation that we support. We encourage you to attend our Legislative Talk Story event this year and participate in the many ways you can let your voice be heard through HFIA.

HFIA's commitment to continue getting better is inspired and driven by you, our members, and we believe that continual evaluation and improvement of our efforts is an integral part of our mission. Two thousand fourteen has been a great year of growth, innovation, and improvement for HFIA, and we look forward to 2015 where we see even more opportunity. 🍷

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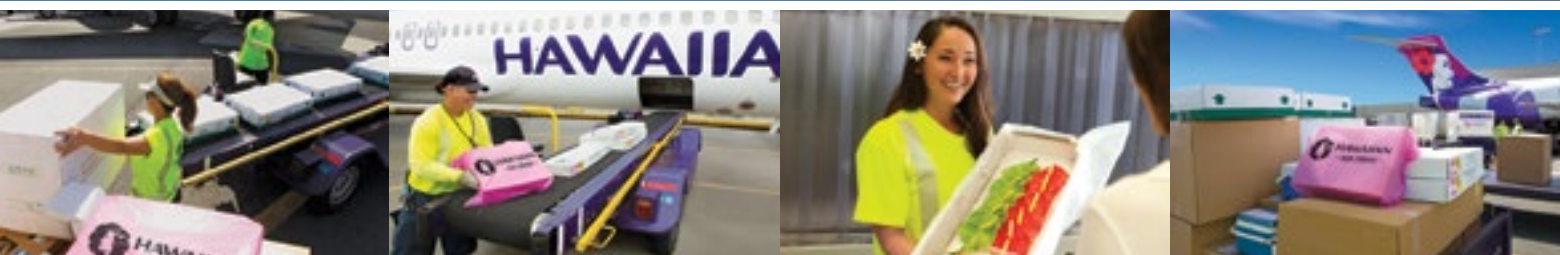
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