

Hawaii

HOLIDAY 2015

Retail Grocer

the magazine of the hawaii food industry association

Bringing Hawaii Home for the Holidays

ALSO:

Assemble 2015 Inspires
Muff. Keys to Successful Hawaii
HFIA Members Give Back



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Here are just a few examples of how we do just that...

- Hawaii Food Bank
 - On-going donations of food for neighbors in need; estimated 450,000+ meals since 2003
- Aloha United Way
 - This year, associate pledges and corporate match totaled more than \$83,000
- Mini Grants to local nonprofit groups
 - Special Olympics Hawaii
 - The Private Sector Purple Van Food Distribution Program
 - Complete Childcare
 - Warrior Transition
 - YMCA of Honolulu



- Rolling up our sleeves
 - Volunteering at the Hawaii Food Bank
 - Participating in the annual Visitor Industry Charity Walk
 - Serving meals at the Warrior Transition Battalion's Soldier and Family Assistance Center
 - Helping with the Family Programs Hawaii at a holiday party for foster children and their families
 - Participating in the Susan G. Komen Hawaii Race for the Cure
 - Reading to children at Mauka Lani Elementary School on MLK Day

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MESSAGE FROM THE CHAIR

BY DEREK KURISU

As 2015 comes to an end and 2016 arrives, I want to thank you and wish you a safe, healthy, and wonderful holiday season. For the members of the Hawaii Food Industry Association, it is an exciting but busy season, but remember to take that extra precaution to be safe so you are able to enjoy the happiness of the season. I also want to thank you for your hard work and dedication. It makes HFIA an even stronger organization.

The holiday season is such an exciting time! Here in Hawaii, food plays a critical role in celebrating and enjoying the holidays. In this issue of Hawaii Retail Grocer, our lead article, “Bringing Hawaii Home for the Holidays” on page 20 shows how bringing some of the terrific made-in-Hawaii products to a holiday celebration can really make a party extra special.

The holiday season also provides us the opportunity to reflect and think about the significance of each occasion. Thanksgiving is a time to not only feast on turkey and pumpkin pie, but an occasion to be thankful for all we have and to appreciate those who have helped us.

Then comes the smell of pine trees, the lights, ringing of the bells, sounds of laughter, smiling faces, crowded streets, shopping, the food, and social gatherings... yes, Christmas has arrived! It is a time to be joyful, wish for peace, and spread laughter to others.

In the blink of an eye, 2016 will arrive. It is a time to enjoy the traditional mochitsuki, or rice pounding. For me, mochitsuki reinforces my strong belief in the importance of working together. When preparing mochi, it is said that every grain of rice represents a human soul, and through pounding and smashing, it brings millions of these rice grains together like creating a team, bringing unity to families, organizations, and the community. This is what HFIA is all about: people and organizations coming together to make Hawaii an even better place.

I cannot imagine what Hawaii would be like without its food and beverage industry. We not only keep Hawaii fed, but also support almost every charitable, community, business, and social organization, as well as governmental bodies. When attending any charitable or community event in Hawaii, there will most likely be an involved HFIA member. See our “HFIA Members Give Back” article on page 12 for just a few of the many ways our members show their generosity all year round.

Thinking about the importance of HFIA, I thank all of Hawaii’s food and beverage industry owners and employees for their leadership, commitment, and execution to overcome the many obstacles to keep the people of Hawaii fed. Some of you are still employed, while others are retired, and for the many that have left us, their hard work, culture, teachings, and spirit will always be present. We are forever grateful and appreciative, and we will never lose sight of their sacrifice and accomplishments. Through their teachings, we, the retailers, suppliers, and



Photo by Jeff Ikeda

HFIA Mission Statement

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

associate members, have learned about the importance of working together, learning together, and playing together as one to keep food available, affordable, and safe.

In the coming year, remember the importance of coming together during the legislative session and supporting community events to ensure the brand “Hawaii” remains magical. Remember the importance of learning together through educational workshops and luncheon speakers so we can better serve the people of Hawaii. And finally, remember the importance of playing together at golf tournaments, the Convention, and other social gatherings so we can become friends as well as competitors.

Thank you HFIA members for making a big difference in this great State of Hawaii. Please stay healthy and have a safe and wonderful holiday season—and have a happy and fantastic 2016!

Aloha,

Derek

Hawaii Retail Grocer is a quarterly publication of the Hawaii Food Industry Association

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Cover Design by Jason Y. Kimura

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Correction: The article about the growler bill in Hawaii in the Fall 2015 issue ("Beer on Tap," page 20), incorrectly stated that containers must be sold or provided by the business selling beer on tap. Customers are allowed to provide their own securely sealed or covered containers with a maximum capacity of one-half gallon.



BY LAUREN ZIRBEL

In the past few months, HFIA has been hard at work testifying on county bills and resolutions that impact the food industry. We have attended conferences and community meetings to clarify progress on longstanding initiatives. HFIA is forging a pathway toward new priorities looking forward to the 2016 legislative session.

In mid-October, the Maui County Council heard two bills that are of interest to our members. The first was a resolution to request that the State of Hawaii increase the minimum wage to \$15 an hour. HFIA submitted

testimony in opposition to this bill. HFIA strongly believes that given other high costs local businesses have to endure—such as health insurance premiums, electricity, and shipping costs that continue to increase—legislators should not increase other fixed costs for businesses. Hawaii is in the middle of implementing a minimum wage increase, eventually to \$10.10 by 2018. HFIA strongly opposes this additional 48.5% increase. The second bill Maui County heard was one relating to mandating baby diaper changing stations in male or unisex restrooms. This mandate would only apply to new and remod-

eled locations, the as same as the Honolulu bill which passed recently. HFIA submitted similar concerns to the council about Americans with Disabilities Act compliance.

I recently had an opportunity to attend the State Liquor Commission Conference and was very pleased to learn that one of HFIA's top priorities outlined in past Last Word articles is being implemented! The Honolulu Liquor Commission will be offering an online application process for liquor licensees. Other counties may implement this change in the future.

We recently held a Government Relations Committee conference



and fraudulent claims of sickness on the part of employees. Most companies do offer sick leave to full-time employees. As always, our industry opposes government intervention in private business. HR departments are the best place to determine sick and family leave issues for each company.

If you are interested in joining the decision making process for HFIA's

legislative package, please save the date of January 14, 2016. We will hold our in-person Government Relations Committee meeting at the Hawaii State Capitol at 10:30 am, and our annual Legislative Talk Story Panel at the Hawaii State Capitol at 11:30 am. We hope to see you there! The more members who participate, the stronger our voice will be!

call to review HFIA's 2016 legislative package. Many of our issues remain the same as last year, which was a very successful legislative year. We agreed to move mandatory sick and family leave to the top of our oppose list on this call. Many of our smaller grocers expressed that this bill could actually put them out of business. This mandatory sick and family leave bill, as it was introduced last year, had no HR controls, such as the ability to ask for a doctor's note, and it included leave for part-time workers. Including part-time workers and having no HR controls leaves employers open to impossible scheduling difficulties

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Consumers & Packaged Foods

Consumers are buying more packaged foods from bulk stores and warehouse stores, good for the wallet, but what about the waistline?

BY PHIL LEMPERT
THE SUPERMARKETGURU®

According to a new study published in the *American Journal of Preventive Medicine*, consumers are increasingly buying food from mass merchandisers, warehouse clubs, and convenience stores, but unfortunately they are selecting foods with poor nutritional profiles.

This new study, conducted by researchers at the University of North Carolina at Chapel Hill, found that while consumers are increasingly purchasing packaged foods from these bulk and discount stores, the kind of food offered tends to have poorer nutrient profiles, higher calories, and more sugar, sodium, and saturated fat

compared to those in grocery stores.

Lead researcher Dr. Barry Popkin said in a statement, "Previous studies on the relationship between the food environment and its association to diet have paid insufficient attention to the types of stores where people shop for food, what they actually purchase, and the nutrient profile of those purchases."

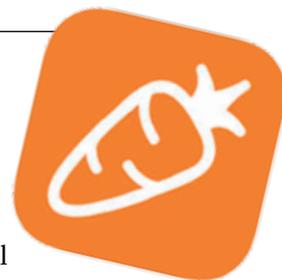
Popkin's team collected their data with Nielsen Homescan, a tool that scans the barcodes and tracks the details of all packaged foods and beverages, and observed the buying habits of 652,023 households in 52 metropolitan and 24 non-metropolitan areas between 2000 and 2012.

During this period, they found that

food purchases from grocery chains dropped from 58.5% to 46.3%. Food purchases increased from 13.1 to 23.9% for mass merchandisers, 3.6 to 5.9% for convenience stores and from 6.2 to 9.8% for warehouse clubs. The most popular packaged food purchases were savory snacks (chips, pretzels), grain-based desserts (cookies, cakes), and regular soft drinks.

While it might make sense for shoppers stock up on certain packaged goods in bulk or pick up a pack of their favorite crackers while at the discount store, customers may need a reminder about healthy food choices and how to seek out more nutritional options. Supermarkets need to make sure they are not missing out here and should be always working with their shoppers to provide tips and advice, as well as deals and promotions on healthier produce and more nutritious products.

The App Review: Eat This Much



What it says it does: Put your diet on autopilot with Eat This Much. Tell us your diet goals, the foods you like, your budget, and what your schedule looks like, and we'll automatically generate a complete meal plan to meet your targets. It's like having a personal diet assistant. As a free user, you can create a day's meal plan and completely customize it however you want. Each meal can have different preferences, and your nutrition targets can be whatever you like.

As a premium user, Eat This Much will automatically generate a week of meal plans and send them to you with a grocery list via email. As you follow the plan, you can track what you did or didn't eat and adjust for the next week.

What it actually does: The Eat This Much app allows users to create a daily meal plan that falls within their goals for weight loss or weight main-

tenance, and users can even follow a specific eating style (*i.e.*, paleo, vegetarian). With the plans that Eat This Much creates, users can hit their desired macros (carbohydrates, protein, fat) and calorie targets every day. Now there is no guessing what you should eat in a day; Eat This Much takes care of it. Users can even personalize any of the recipes and they'll replace the original. Don't like the suggestions? Easily swap them out or configure the generator to only use foods you like.

How useful is the information for target audience: The app is great for those looking for a meal plan, or at least an idea of what they should be eating in a day to help them reach their goals, or even just experiment with different levels of carbs, fats, and protein in their diet.

Ease of use: Other calorie trackers have the user adding foods into the

diet one by one, and still there is no guarantee that you'll be anywhere near the nutrition targets you're trying to reach. With this automatic planner, there's nothing to track because everything is already entered and all you have to do is follow the plan.

Who would best benefit from the app: Anyone looking to make some dietary upgrades or even get some new ideas for their eating plan.

Cost: Free

Rating: 93/100

Visual: 13 (1-15)

Usability: 15 (1-25)

Content: 25 (1-25)

Usefulness: 20 (1-25)

Value: 10 (1-10)

Options: 10 (1-10)

More info: www.itunes.apple.com/us/app/eat-this-much/id981637806?mt=8



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“Free-From” Trend Changing Supermarket Game

One of 2016’s biggest trends will be “free-from” as brands remove undesirable ingredients

BY PHIL LEMPert
THE SUPERMARKETGURU®

If you are fortunate enough to live near one of the more than 1,400 ALDI grocery stores across the nation, the announcement made this month by CEO Jason Hart to remove certified synthetic colors, partially hydrogenated oils, and added MSG from all of their exclusive brand food products by the end of this year gives you one more reason to shop at ALDI.

There is little doubt that the company’s combination of quality, low prices, and growing popularity, especially among Millennials, is wreaking

havoc for practically all other food stores who are struggling to tweak their offerings to attract these food- and value-focused shoppers. On their shelves, about 90% of the foods are all under ALDI exclusive brands; and according to a survey conducted in April 2015 by Market Force Information of 6,000+ consumers, the chain continues to be recognized as one of America’s top three favorite grocery stores and has been named the Best Value among U.S. grocery stores. Add that to the numerous product awards received including *Better Homes & Gardens’* Best New Product in the



Baked Goods Category, Product of the Year, Parent Tested Parent Approved Seal of Approval, *International Wine & Spirit*, and *Wine Enthusiast Magazine* award, to name just a few, and it’s easy to see why people are willing to buy

Continued on page 34

Consumers Love Specialty Foods!

Specialty foods are drawing new crowds & gaining momentum

BY PHIL LEMPert
THE SUPERMARKETGURU®

According to Today’s Specialty Food Consumer 2015, an online survey conducted in July by Mintel on behalf of the Specialty Food Association (SFA), specialty food is appealing to a new crowd this year and opportunities for increased sales exist amongst eager consumers.

Findings from the survey show that men are increasing purchases, lower income consumers are buying a wide variety of products like artisanal cheese and single-origin chocolate, and Millennials are showing their age at the store.

According to the report, while

food shopping used to be seen as a woman’s work, for the first time since this research began in 2005, men have surpassed women as most likely to purchase specialty food! And when it comes to the highly coveted Millennial, as this group gets older, those pushing 40 are spending more on meal ingredients than snacks and treats often favored by the younger age group. And let’s not forget, convenience wins with younger specialty food consumers, specifically with online food shopping and a growing desire for delivery services.

Consumers with annual incomes of \$75,000 are twice as likely as those earning less than \$50,000 to be specialty food buyers, but, the less affluent are now noticeably buying the same wide range of specialty foods. Denise Purcell, head of content at SFA told

Supermarket News, “People who are in a range of incomes that are less than \$25,000 to \$50,000 buy specialty foods in many segments across the board. They range from treats to meal ingredients. Part of this may be because specialty brands are becoming widely available through mass merchants and are therefore more recognizable and familiar, but the consumers are very engaged in this market. It’s not just affluent consumers.”

Such data can be useful for supermarkets when highlighting and displaying specialty foods. Not only is it good to know that consumers are still excited about and interested in specialty foods, but understanding that specific customers offer retailers a chance for a growth in sales means that supermarkets should consider targeted promotions, displays, and deals.



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Source: Nielsen-Scarborough 2015 R1 (April 2014 - March 2015). Combined, unduplicated Oahu adult reach of 1 Daily Star-Advertiser, 1 Sunday Star-Advertiser and 1 MidWeek.



HFIA Members GIVE BACK

BY JASON Y. KIMURA

In this issue's Chair's Message, Derek Kurisu states that he "cannot imagine what Hawaii would be like without its food and beverage industry" because not only does it keep Hawaii fed, its members "support almost every charitable, community, business, and social organization, as well as governmental bodies." That old Christmas classic movie, "It's a Wonderful Life" imagined what life would be like without just one good man. No wonder Kurisu can't imagine Hawaii without an entire industry.

What follows is just a fraction of the ways HFIA members support our community. Some companies have given detailed information, while others chose to be discrete, but the common denominator is generosity to others

in need. Still other members who we know give generously chose not to provide information at this time.

ABC Stores

ABC Stores' charitable giving through The Kosasa Family Foundation is significantly large each year. Their charitable giving philosophy, "creating a better community," covers a wide spectrum of causes, such as the health and well-being of people, education, and the arts. So far this year, The Kosasa Family Foundation has donated to over 70 charities, organizations, and causes. ABC Stores President Paul Kosasa is personally involved with the Hawaii Community Foundation and The Honolulu Symphony as well, but is also low key with his generosity.

ABC Stores' roots began in the 1930s when founder Sidney Kosasa worked in his parents' grocery store. Earning a pharmacy degree in 1942, he and his wife Minnie opened their own drug store in 1949. A chain of drug stores soon followed, but as drug stores began to wane, the Kosasas transitioned into the convenience store business beginning in 1964 with their first ABC Store in Waikiki. Today, ABC Stores are on every major island in Hawaii. The chain has expanded to Las Vegas, Guam, and Saipan. In all, there are 73 stores employing over 1,100 associates.

From charitable giving to employing over a thousand people to making visitors' vacations a bit more enjoyable through convenience and aloha, it would indeed be impossible to imagine a world without ABC Stores and The Kosasa Family Foundation.



Hawaii Logistics associates volunteering at the Hawaii Foodbank during National Volunteer Month in April.

C&S Wholesale Grocers, Inc.

Based in Keene New Hampshire, **C&S Wholesale Grocers, Inc.** is the largest wholesale grocery supply company in the U.S. and the industry leader in supply chain innovation. Founded in 1918 as a supplier to independent grocery stores, C&S now services customers of all sizes, supplying more than 6,000 independent supermarkets, chain stores, military bases, and institutions with over 150,000 different products. In the islands, the C&S subsidiaries include Hawaii Logistics and Hansen Distribution Group.

C&S strongly believes that companies can and should engage in their communities to create social good. The following are just a few examples of how Hawaii Logistics and Hansen Distribution Group do just that:

- Donations to the Hawaii Foodbank help provide food for people in need on an ongoing basis. The Hawaii Foodbank has provided an estimated 450,000-plus meals since 2003.
- Aloha United Way. This year, associate pledges and corporate matching totaled over \$83,000.
- Mini grants to local nonprofit groups, including Special Olympics Hawaii, The Private Sector's Purple Van Food Distribution Program, Complete Childcare, Warrior Transition, and the YMCA of Honolulu.
- Rolling up their sleeves: Employees have volunteered at the Hawaii Foodbank; participated in the annual Visitor Industry Charity Walk; served meals at the Warrior Transition Battalion's Soldier and Family Assis-

stance Center; helped with the Family Programs Hawaii holiday party for foster children and their families; participated in the Susan G. Komen Hawaii Race for the Cure; and read to children at Mauka Lani Elementary School on Martin Luther King, Jr. Day.



Check presentation for the 2014 Check Out Hunger food drive. Left to right are En Young, Executive Director of The Food Basket, Rhonda Kavanagh, CEO, Kealakekua Ranch & ChoiceMART, and Nick and Meg Greenwell, owners of Kealakekua Ranch.

ChoiceMART

Established in 1881, Kealakekua Ranch, a kamaaina company, owns and operates the Kealakekua Ranch Center shopping center and **ChoiceMART** supermarket located in Captain Cook. A major employer in the South Kona district with 80 team members, ChoiceMART also supports hundreds of local farmers, fishermen, and producers by featuring local produce, local fish, and island products at its store. Often including its customers as partners, ChoiceMART gives to over 100 local charities, public service groups, schools, worship centers, and worthy causes throughout the year.

One of the biggest examples is fundraising to support The Food Basket, Hawaii Island's food bank. Last year, a \$6,000 check was presented to The Food Basket. The check represented contributions from ChoiceMART's customers and staff during the holiday season's Check Out Hunger food drive, matched generously by Kealakekua Ranch. "We were inspired by the generosity of our customers to match each contribution dollar for dollar, doubling the effect of each donation," said Rhonda Kavanagh, CEO of Kealakekua Ranch

& ChoiceMART. "Working together, we can make a significant difference in reducing hunger in our community!" Weekly product donations totaled an additional \$10,000 value last year. ChoiceMART and Kealakekua Ranch will once again participate in the Check Out Hunger campaign for the 2015 Holiday Season.

Other significant contributions have been made to groups such as the Kona Mauka Rotary Foundation, which provides scholarships to West Hawaii students, Habitat for Humanity, Hawaii Island Humane Society for animal welfare and adoption support, local schools to fund sports and other enrichment programs, Special Olympics, local police and fire departments, the Kona Historical Society, and hurricane relief efforts. Well over \$50,000 in charitable contributions were given to support the community in the past year.

ChoiceMART, customers, and community volunteers came together to help Puna residents suffering from the effects of tropical storm Iselle. For each \$10 shoppers donated at check-out, ChoiceMART made a matching contribution and provided 100 emergency relief packages valued at \$20 each. The packages contained food, water, and other emergency supplies. Many families that received packages said, "We can't believe a small store on the hill and their customers have so much aloha to share!"



The Cintas Relief Vehicle, developed in partnership with Matthew 25: Ministries, gets desperately needed supplies to victims as quickly as possible.

Cintas

A part of a large, international corporation serving the U.S. and Canada, **Cintas Hawaii** captures the spirit and tradition of the Islands by

specializing in exclusively designed aloha wear made in Hawaii. Its Honolulu office started in 1997 with local designers, manufacturers, and image consultants. The company's clients include hoteliers, hospitals, fast food and other restaurants, retail stores, country clubs, distribution companies, cleaning services, construction firms, and more. Another Cintas product line is matting solutions for entrances and other high risk, high traffic areas.

Headquartered in Cincinnati, Ohio, Cintas leads its industry in corporate identity uniform programs, matting solutions, and other safety products. It also has a strong corporate culture of community service, and is guided by an embedded spirit of giving. Acting individually and under the company banner, Cintas provides essential humanitarian aid and volunteer support to local communities, military units, and far-flung places around the world. Cintas is involved with almost 400 charitable causes and community events. Examples are:

- Under the Rainbow Program at Mt. Sinai Hospital, an outpatient therapy program offering services to children and adolescents who have experienced trauma.
- Cintas E.A.R.T.H. Pull Tab Campaign promotes recycling while allowing locations across the world the opportunity to give back to Ronald McDonald House by participating in the Pop Tab Collections Program.
- Cintas Clothe the Kids Campaign, a national Cintas initiative to collect donations for children across the globe. More than one million articles of clothing have been donated since 2003.
- Green and Living It: Earth Day, an annual event for Cintas and its employees promoting sustainability in a number of ways, such as the Earth Day Re-Fashion Show using discarded distribution center material, and Electronics Recycling, in which 6,695 pounds of electronics were recycled in Mason, Ohio.
- Partnership with the American Heart Association to train customers on curriculums to save lives at their workplaces, as well as a commitment to raising \$100,000 annually at

fundraising events and Heart Walks across the U.S.

- Support for Dress for Success, an organization that promotes the economic independence of disadvantaged women by providing professional attire, a network of support, and career development tools.
- Cintas support for Matthew 25: Ministries, an international humanitarian aid organization, has resulted in donations of 13,726,925 pounds of products to date, including clothing, cleaning, medical, household items, linens, personal care, and sewing supplies.
- Support abroad, including for students in Cancun, Mexico, a vision clinic in Kenya, and a community in Coahuila, Mexico.



Matson employees—"staff surfers"—worked up an appetite via their participation in the OceanFest surf meet, led by team professional Jock Sutherland (far right). In 2015, the OceanFest's Menehune Surf Festival was sponsored by Matson.

Matson

Ranked as one of Hawaii's top ten most charitable companies, **Matson** is a Hawaii-based corporation that has served the islands for over 130 years. Most of its giving is directed to Hawaii, and its employees serve many charities as volunteers. Last year, \$1.2 million in cash and in-kind services were donated in Hawaii, and another \$260,000 in Guam, the Pacific, and South Pacific.

Matson's support for HFIA-related causes includes culinary programs, county fairs, agricultural festivals, 4-H programs, local agricultural efforts, food banks on four islands, and hot meal programs in many communities. Containers are loaned for festivals and ho'olaulea, and for disaster re-

covery services.

Matson's Ka Ipu 'Aina (container for the land) environmental cleanup program rewards Hawaii charities when their volunteers clean up beaches and parks. A similar program, Adahi I Tano' (caring for the land), benefits Guam. Pacific Committee Chair Gary Nakamatsu recommends non-profits apply online at www.matson.com/foundation.



Meadow Gold supports the UH Marching Band at the UH Band Junior Senior Night at the Aloha Stadium.

Meadow Gold Dairies

Meadow Gold Dairies Hawaii traces its roots to June 1897, when seven Oahu dairy farms created a single hui, or organization, called the Dairymen's Association to develop a stronger presence in the marketplace and community. The hui evolved into a formal company, the Honolulu Dairymen's Association, Limited, in 1900.

With a foundation built through collaboration, innovation, evolution, and community support, the hui maintained those cornerstones throughout its history. Innovative state-of-the-art technologies helped them lead Hawaii's dairy industry. Its acquisition in 1953 by Beatrice Foods, a diversified U.S. food corporation whose dairy products sold under the Meadow Gold label, empowered the Honolulu Dairymen's Association to diversify its product portfolio. In 1959, it became Meadow Gold Dairies Hawaii.

Community commitment and support grew alongside the business. Since 1949, Lani Moo, the company's aloha ambassador, has educated

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the community about the health and nutritional benefits of dairy consumption. To this day, Meadow Gold Dairies maintains its commitment and support for important community initiatives focused on children and youth, health and wellness, nutrition, and education. It supports the communities it serves both directly and through its charitable foundation, The Lani Moo Fund. Through the third quarter of this year, the company has given nearly \$300,000 in combined cash and product donations to Hawaii organizations.

means providing financial support to organizations that provide a positive impact on Hawaii's youth, the health and wellness of communities, and the military. Pasha Hawaii's current annual budget for their community giving program is \$150,000, including their Sony Open sponsorship in support of Friends of Hawaii Charities. However, that amount does not include free shipping services, which has an annual budget of \$90,000, nor a certificate program provided to schools and non-profits to raise funds for their organizations. Pasha Hawaii's certificate program provides organizations with vouchers for a free one-way vehicle shipment between Hawaii and San Diego. Organizations auction off these certificates to raise much-needed funds.

Support for our military is important to Pasha Hawaii because of the sacrifices they make to protect our nation. The company supports USO Hawaii, Hawaii Army Museum Society, Armed Services YMCA, Navy League, and Coast Guard Foundation. Each year, Pasha Hawaii sponsors a hospitality tent at the Sony Open that provides free admission, food, and beverages for active and retired military personnel and their families. Other supported organizations include: Hawaii Foodbank, Hospice of Hilo, Institute for Human Services, Lanai High and Elementary School, Molokai High School, Kohala Hospital Charitable Foundation, Boys and Girls Club, and American Heart Association.



Pepsi employees support the Kauai Foodbank.

Pepsi Beverages Company Hawaii

Ahh...Pepsi. Its fans are legion. What more is there to say? Pepsi helps support the following organizations:

- Aloha Harvest
- American Cancer Society
- Atherton YMCA: Kakaako Keiki Project
- Blood Bank of Hawaii
- BYU Tours
- DARE Rally hosted by SHOPO
- Easter Seals
- Food Basket
- Habilitat for Humanity
- Hawaii Foodbank
- Hawaii Island United Way
- Holoholo Ka'a
- Kauai Food Bank
- March of Dimes
- Maui Food Bank
- MDA Hawaii
- Read Aloud America
- Salvation Army
- Upcountry Little League
- Waikiki Aquarium



Military families at Pasha Hawaii's Sony Open tent.

Pasha Hawaii

Pasha Hawaii is a full-service transportation company with a fleet of six vessels (five actively deployed) consisting of one Ro/Ro, one Con/Ro, and four container vessels that provide the broadest scope of ocean transportation services between Hawaii and the mainland. Over the last several months, Pasha Hawaii's schedule has been increased to include weekly roll-on/roll-off service between Southern California and Hawaii, as well as twice weekly container service between Los Angeles and Hawaii.

Pasha Hawaii is a subsidiary of The Pasha Group, a family-owned global logistics and transportation company. The Pasha Group's ties to Hawaii date back to World War II, when the company provided vehicle storage services in San Francisco for troops deployed to Hawaii.

With 700 Hawaii-based employees, Pasha Hawaii is committed to serving the communities where their employees work and live, which



Times associates at Step Out: Walk to Stop Diabetes.

Times Supermarkets

Times Supermarkets opened its first store in McCully in 1949 and grew to 12 locations on Oahu. In 2002, Times was acquired by QSI, Inc., which continues to operate all of its stores. In 2004, QSI acquired Fujioka's in Market City Shopping Center, and in 2008, Shima's Market in Waimanalo. The following year, QSI acquired Star Markets, adding five more locations, and in 2011, Big Save Markets on Kauai. Collectively, QSI now operates 24 retail locations in Hawaii, with a total of 1,600 associates.

As a company, QSI believes in providing friendly service and outstanding quality and value to customers. In the community, they are active and contributing members, and are proud of their partnerships with many worthwhile community, state, and nationwide organizations. Through sponsorships and fundraising efforts, the company has been directly involved in giving back over \$500,000 to numerous community organizations.

Corporate Giving Programs:

- **Hawaii Foodbank:** Times Supermarkets, Big Save Markets, Shima's Market, and Fujioka's Wine Times support the Hawaii Foodbank and the people of Hawaii through the Check Out Hunger Program, which encourages customers and associates to make monetary donations at the register during the holiday season. The Check Out Hunger Program runs from November through early January. Last year, Times Supermarkets raised \$91,637. Times Supermarkets also holds its annual charity golf tournament, with all proceeds raised benefiting the Hawaii Foodbank. Last May, the tournament raised over \$34,000, bringing the company's total donation to more than \$126,000.

- **American Heart Association:** Every year since its inception 22 years ago, Times Supermarkets has been a sponsor of the AHA Heart Walk. This year, as a \$10,000 sponsor of the Heart Walk, Times associates formed a walk team of over 100 people. In the weeks leading up to the walk, the stores raised additional

funds through the "Have A Heart" campaign. Customers and associates gave \$24,453.

- **American Diabetes Association:** Times Supermarkets has been a sponsor of Step Out: Walk to Stop Diabetes for many years. This year, Times was a \$5,000 sponsor. Customers and associates raised \$31,529 at the registers.

- **Shop and Score Program:** The Times Shop and Score program helps Hawaii's high school athletics programs by donating adidas athletic equipment and uniforms. Over the past 15 years, the program has donated \$2 million worth of adidas athletic gear. This year alone, \$250,000 in gear was donated to local high schools.



Young Brothers staff participated in the company's March for Babies event in Kahului (above) and in Hilo this year.

Young Brothers, Ltd.

Young Brothers has been providing interisland cargo service throughout Hawaii since 1900, with ports in Honolulu, Maui, Molokai, Lanai, Big Island (two ports), and Kauai. For more than a century, Young Brothers has grown to become Hawaii's foremost interisland freight handling and transportation company. With its skilled, dedicated people and full fleet of barges, tugs, and shoreside equipment, Young Brothers offers fast, frequent, and reliable service.

Young Brother supports local communities every year with cash donations through its Community Advisory Boards, in-kind donations, and employee cash contributions.

The March for Babies, Merrie Monarch Festival, Aloha United Way, OC16 Sports, and Project Vision are just a few of the projects that have been supported in 2015.



Zippy's presents a \$52,100 check to Special Olympics Hawaii.

Zippy's Restaurants

Zippy's Restaurants started in October 1966 when Francis and Charles Higa opened their first restaurant in McCully. Since then, Zippy's has steadily grown to 22 locations on Oahu and one on Maui and on the Big Island. A Napoleon's Bakery is also included with every Zippy's operation. In 2001, the corporation was renamed "FCH Enterprises, Inc." to include the various entities within the growing organization. Today, these include Zippy's, Napoleon's Bakery, A Catered Experience, Food Solutions International, and Pomaika'i Ballrooms.

In addition to taking care of its employees and customers, an important part of FCH Enterprises' corporate vision statement is to take care of the community. The company honors its tradition of sharing, and its commitment to the community is focused on the needs and development of Hawaii's youth and family organizations, schools, and community programs. In 2014, FCH Enterprises' community contributions totaled over \$90,000, with major support programs to the American Diabetes Association, Kapiolani Medical Center, and the Muscular Dystrophy Association. For 2015, the company's contributions are over \$130,000 to date, with major support programs to HUGS, Special Olympics, and Multiple Sclerosis.

Hannemann Speaks on Keys to a Successful Hawaii

BY GLEE STORMONT

Stating that he believes in “whatever it takes to strengthen tourism in Hawaii,” Mufi Hannemann, former Honolulu Mayor and current President & CEO of the Hawaii Lodging & Tourism Association, shared his

“No discussion of enticing people to Hawaii would be complete without talking about the importance of an authentic food experience.”

insights and projections on Hawaii’s tourism industry for the coming year at the August HFIA membership meeting. He touched on five essential ingredients and even dipped into the burgeoning homeless situation.

Hannemann calls marketing the number one ingredient for success. His concerns include the necessity of a dedicated source of funding, but focuses on projecting Hawaii as more than just another sand and surf destination. “We need to encompass the whole story of Hawaii and do it in a way that speaks of Hawaii as a great place to invest, to learn, and to do business in.” He encouraged looking at the opening of Cuba not as competition, but as an opportunity to learn from. The distribution of the Tourism Accommodation Tax (TAT) remains an issue of concern, with Hannemann pointing out that less and less of those dollars go toward the counties for their marketing budgets.

Affordability is the second key ingredient. “If visitors cannot come to Hawaii for an affordable price. . . , they won’t come,” he stated simply. “Right now we have a tremendous opportunity with Chinese tourism. We should take advantage of it while it’s new.”

Public health and

safety fall next on Hannemann’s list. “If we’re not concerned with safety, if we don’t do a better job with the homeless, tourists won’t come,” he said, putting words to the obvious.

Infrastructure and improvements are the fourth ingredient and work

hand-in-hand with health and safety concerns. He recalled fearing a sewage spill in Waikiki as his worst nightmare while serving as mayor. “They told me it would never happen, and we all know—it did.” As mayor, Hannemann chose to stop raiding funds and to raise the sewer fees. “We got on top of the situation right away.” He said that the entire incident underscores the importance of government doing its job with infrastructure. Hannemann also lauded the private sector for stepping up and tending to their own areas.

The final and uniquely Hawaiian ingredient for success is the infectious aloha spirit. “It should never be compromised,” Hannemann insisted. “It is not trite, and it is important to talk about.

There are scores of stories of people who return to Hawaii again and again because of their individual encounters.” Hannemann also noted that kupuna and Native Hawaiian cultural experts should always be incorporated.

Projecting toward the future, Hannemann recapped Hawaii Visitors Bureau statistics to show a positive trend with an anticipation of finishing out the year on the upswing. However, he cautioned, “I think we are reaching a very challenging point where increased tourism will affect our infrastructure.

Our mantra should be quality tourists.” Hannemann stressed the importance of increasing our international airport designations, mentioning



Kona as a site with the most potential.

“And now we turn our discussion to the two square miles that are so important: Waikiki,” Hannemann began. He cited three major construction projects that will bring more hotel and condo rooms, as well as exciting new businesses to the market. The locations are across from the Hyatt Regency, along Kuhio Avenue, and the International Marketplace redevelopment. Additionally, Hannemann remarked that the next challenge will be the Diamond Head end of Waikiki, specifically the Natatorium, the aquarium, and the zoo.

“The focus on the homeless issue for now has moved out of Waikiki,” Hannemann interjected. “But it is not just a Waikiki problem, or even an Oahu problem. Funds, services, and solutions are needed statewide.” The homeless issue appeared again during an open question and answer period, and Hannemann remained consistent, saying that solutions must come from government leadership, including regulations and cooperation with other states and the federal government in sync with support from local communities.

“No discussion of enticing people to Hawaii would be complete without talking about the importance of an authentic food experience,” Hannemann said, finally touching on the subject most near and dear to his gathered audience. He recalled the beginning of the Hawaii regional cuisine movement, adding, “Now we have a whole new generation of chefs continuing the movement, plus the explosion of social media. All of it underscores the importance of supporting local agriculture and Hawaii products.” He pointed out the continuing popularity of food programming on TV and talked extensively about the importance of food festivals, such as the growth of the Food and Wine Festival, now in its fifth year and spanning three islands.

Looking ahead, Hannemann stressed that it would behoove HFIA to continue to support increased education, and advocacy to make sure government understands and appreciates how important these issues are to our economy. “I can tell you first hand, that there are many officials who just don’t always get it,” Hannemann cautioned. “It’s really important to keep them up-to-date and to identify and support our champions within the government who are willing to speak passionately on our behalf amongst their colleagues.” He also encouraged maintaining strong partnerships with community colleges, not just to create chefs, but people who know how to run successful businesses.

In conclusion, Hannemann believes it is synergistic relationships and core values that will create positive tourism. “It’s about partnering to show our economic diversity. When we demonstrate that Hawaii is about good health, good sports, and is not just a great place to vacation, but a place to invest in, to do business in, and to live—that’s where we’ll find our success.”



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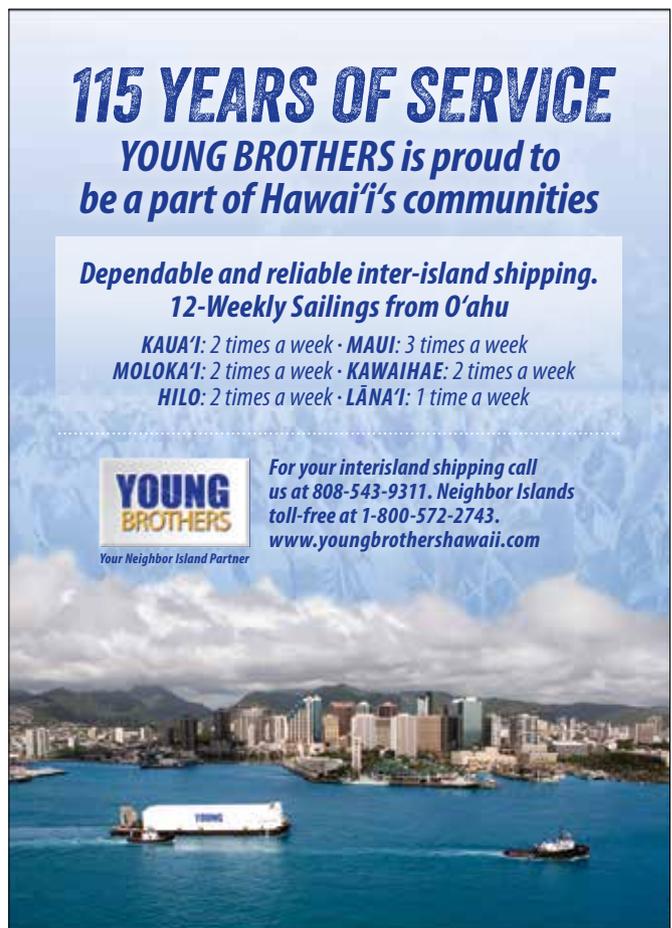
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Bringing Hawaii Home for the Holidays

BY JASON Y. KIMURA

The holidays are upon us! It's time to relish in a season of family and friends, festivities and feasts. It's a time to enjoy your favorite comfort foods and drinks, from snacks and appetizers to roast turkey and pumpkin pie, and soft drinks to fine wines and spirits. But whether you are the host or a guest, what new things can you bring to the party that will fit right in and yet are refreshingly different? Simple: serve up select products that are made in Hawaii. Products made right here in the islands range from chips, breads, spreads, and candies to craft beers, fine wines, and spirits, and promise to add a special touch to any holiday party.

There were a lot of ideas at HFIA's recent 2nd Annual Made in Hawaii Show & After Hours Networking Social held on September 29. Co-sponsored by the Chamber of Commerce Hawaii and the High Technology Development Corporation (HTDC), the show was paired with the Chamber's Assemble 2015: Manufacturer Suppliers Show & Expo (see story on page 28). Assemble 2015 ran from 4:00 to 6:00 pm, and Made in Hawaii from 6:00 to 9:00 pm. Both events were held at the Japanese Chamber of Commerce.

The Made in Hawaii Show featured premium products that any host or guest would be proud to serve up. Kick it up a notch with craft beer, or a premium Hawaiian coffee rum made from Kauai Coffee. Or how about some savory bacon ranch popcorn or mango lavosh? Read on for all the details!

A staple of farmers' markets across Oahu, **La Tour Bakehouse's** main products are a line of traditional French artisan breads, but they also offer many pastry and snack items, such as biscotti (mac nut, pistachio, coconut), cookies (oatmeal, chocolate chip), cranberry crisp, lavosh (mango, sesame), puffs snacks, and macarons in a variety

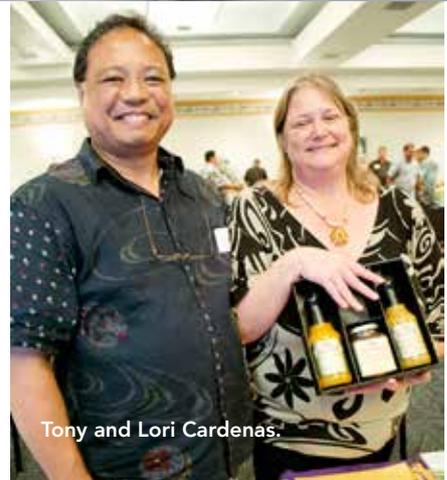
of flavors. A huge selection of macaron flavors can also be found at La Tour Café locations and select stores. These include vanilla, chocolate, red velvet, melona, matcha green tea, coconut, mango, cookies & cream, strawberry, coffee, guava, lilikoi, salted caramel, blueberry cheesecake, yuzu, mint chocolate, cinnamon bun, pistachio, and strawberry cheesecake. (More dessert suggestions later.)

That pretty much covers everything from snacks, starches, and dessert, but don't forget to include other Hawaii-made products to enhance your lavosh or bread. At the show, **Meadow Gold Dairies** served up a rich, velvety crème fraîche on crostini. Crème fraîche is easy to make. (See page 23 for recipe.)

If you don't have the time to make crème fraîche, just pick up something from **Aunty Lilikoi**. When it comes to passion fruit, Aunty Lilikoi products cover everything but the kitchen sink. The company produces jellies and butters, mustards and dressings, syrups and juices (and even personal care products) all with passion fruit as an ingredient. Aunty Lilikoi Passion Fruit Mango Chutney goes with just about anything. "It's sweet, tart,



spicy, and savory—all in one delicious bite!" says owner Lori Cardenas. She starts with chunks of mangoes and adds tart apples, onions, ginger, dried fruits (mango, pineapple, papaya, and cranberries), lemon juice, maple syrup, cayenne pepper, cloves, cinnamon, and, of course, passion fruit. Passion Fruit Mango Chutney goes with chicken, fish, turkey, curry, and pork, or simply serve it up with La Tour lavosh or bread. Feeling less adventurous? Go with Passion Fruit



Tony and Lori Cardenas.



Reena Manalo of RSM promotes #TakeMeWithYou campaign.

#TakeMeWithYou...to the Store!

When you go to the store to pick up your Hawaii-made products for the holidays, don't forget to take your reusable shopping bags with you. **Rainbow Sales & Marketing, Inc.** came up with a #TakeMeWithYou campaign to remind everyone to do just that—to be a good neighbor to all those affected by the plastic bag ban, which is, namely, practically everyone. Whether paper, reusable plastic, or recyclable bags are given to customers, it costs retailers about a dime each vs. two cents for the banned "t-shirt" bags. Those dimes add up pretty fast with thousands of sales being rung up each week, but the cost could be cut easily if more shoppers remember to bring their own bags. "Our belief is that if consumers can remember, it will help retailers cut costs by not having to give out as many bags," explains John Schilf, RSM President. RSM is asking people to sign on to the campaign by giving their name and email address. Those who did so at the show got a free #TakeMeWithYou reusable bag. Reena Manalo of RSM encouraged everyone to take a picture of their bag and post it on social media to remind others to bring their bags when they shop. Businesses can also help by posting a link to www.takemewithyou.us on their websites. For more information, email marketing@takemewithyou.us. So give retailers, the environment—and ultimately your own wallet—a break by remembering your reusable bags.

Crème Fraîche Recipe

Total time: 16 hours, 5 minutes

Prep: 5 minutes

Inactive: 16 hours

Yield: 1 cup

Ingredients

- 1 Cup Meadow Gold whipping cream
- 2 Tablespoons Meadow Gold cultured lowfat buttermilk

In a bowl, combine the cream and buttermilk. Cover with a clean kitchen cloth in a warm, draft-free place and let sit until thickened but still pourable consistency, 12 to 16 hours. Stir and refrigerate until ready to use. (Can be refrigerated for up to 1 week.)



Hawaii's Dairy

Crème fraîche can be sweetened with sugar or honey and used as a topping for fruit, pies, and puddings. Also use crème fraîche for savory foods as a topping on baked potato, crostini, bread, or mixed into a sauce to thicken and enrich.

Recipe courtesy of Emeril Lagasse



Mango Butter or Jelly—you can't go wrong. Aunty Lilikoi sells their products at their factory outlet in Waimea, Kauai, select stores like Whole Foods Market, and at www.auntylilikoi.com.

What's a party without chips? In addition to the usual potato or tortilla chips, try some **Hawaiian Chip Company** taro chips or sweet potato and taro chip mix. The company offers barbecue flavor taro chips and zesty garlic sweet potato chips as well. Hawaiian Chip Company products are available at many stores. Check out their website at www.hawaiianchipcompany.com for specific locations to buy some.



Marvin Ling gives out Aloha Edibles samples.

Speaking of alternative chips, **Aloha Edibles** has Lotus Root Chips and Gourmet Jerky Chips that are truly memorable. Both are crispy and addictive. Lotus root may seem like an unusual choice for a chip, but hey, why make a crisp out of what other people are using? You just have to try it to find out what's so addicting about them. The beef chips come in three varieties: original, pepper, and sriracha. Aloha Edible products



Kellsie Sasaki, Denise Sasaki, and Ashley Jenkins of Meadow Gold Dairies.



Primo Popcorn proprietor Rylen Sato makes liquid nitrogen ice cream.

can be found at the Fort Street Mall Farmers' Market on Tuesdays and Fridays, and at the Windward Mall Farmers' Market on Sundays. Or visit the warehouse at 94-334 Ukee Street in Waipahu (but call 732-2292 first). The products will be available at major stores next year.

Popcorn can be savory or sweet, but if you're just thinking buttered or kettle corn, think beyond. **Primo Popcorn** has a huge selection of both savory and chocolate covered popcorns. The list is too long to list here, but some of the more unusual savory flavors are Dah Werks (baked potato

with everything on it), Dried Aku, Japanese Curry, Kalbi, Kim Chee, Mac Nut Pesto, and Tornado (spicy poked). There's a bunch of chocolate covered ones, including Banana Cream Pie, Crackalackin' (Heath toffee almond), Muddy Piggy (dark chocolate and bacon), and Wicked Cacao, an award-winning spicy chocolate. Visit www.primopopcorn.com to see all the flavors. The company also sells cotton candy, and ice cream made with liquid nitrogen, which creates tinier ice crystals for a creamier mouth feel. The main store is at 120 Sand Island Access Road, but there's

also a downtown store at the Davies Pacific Center.

The Made in Hawaii Show showcased a surprising number of craft beers, fine wines, and premium spirits produced right here in Hawaii. These alcoholic products are not only produced here, but use ingredients grown in Hawaii as well, such as sugar cane, Maui Gold Pineapple, and Kauai Coffee. See box beginning on this page for details about some of the beer, wine, rums, and other spirits featured at the show.

Continued on page 26

Beer, Wine & Spirits



Todd and Joy Oda sample some Aloha Lager given by Andy Baker, Aloha Beer Company Director of Sales & Marketing Hawaii/North America.

Beer

Aloha Beer Company beers (distributed by Paradise Beverages) are carefully crafted by brewmaster Dave Campbell, known as the "pioneer of craft beer." The brewery offers four distinct styles of craft beer, plus limited and seasonal brews throughout the year. Aloha Lager, the company's flagship beer, is Aloha Beer's version of a European Continental Pilsner, or classic green bottle beer. Light-bodied and straw-colored, the lager features a mild bitterness and a dry, spicy finish. Aloha Red ale offers a fuller flavor and bridges lighter and darker styles, while Aloha IPA

(India Pale Ale) boasts a burst of hops from start to finish, balanced with a sweet maltiness. With a very delicate hop profile, Aloha Blonde is very pale and light-bodied, and is the brewery's lightest and most refreshing ale.



Keala Aiwohi and Mary Smith of Kona Brewing Company.

Well known among Hawaii craft beer drinkers, **Kona Brewing Company** (distributed by Anheuser-Busch Sales of Hawaii) needs no introduction. Pick up Longboard Island Lager, Big Wave Golden Ale, Castaway IPA, Fire Rock Pale Ale, or Wailua Wheat golden ale for "paradise in a bottle."

Mead

Nani Moon (distributed by Southern Wine & Spirits) is Hawaii's only



producer of mead, and offers a variety of tropical honey wines. Technically not wine, mead is made from water, honey, malt, and yeast. Mead predates wine, beer, and all other distilled drinks, and is in its own class. Nani Moon offers six varieties of mead. Laka's Nectar is a dry, delicate, and floral mead made from ohia lehua blossom honey and ohia'ai fruit, while Pineapple Lime is dry, medium-bodied, and fruity. Deviant Behavior is crafted from Kauai wildflower honey, pineapple, and Hawaiian chili pepper. Cacao Moon uses macadamia nut blossom honey and organic Kauai cacao and vanilla beans. Other flavors include Winter Sun (starfruit and lilikoi) and Ginger Spice (starfruit, ginger, and winter spices).

Wine

Hānaiali'i Merlot Napa Valley (distributed by Young's Market Company) isn't actually made in Hawaii, but its namesake is. Five-time



GRAMMY® nominee and 24-time Na Hoku Hanohano award winner Amy Hānaiali'i Gilliom says she brings her "music to you in this bottle." It all began when JW Thomas Group co-founders Ian White and John Truchard asked Gilliom if she wanted to do a celebrity wine. They knew she loved merlot, and Hānaiali'i Merlot is a bold "cabernet drinker's merlot," with spicy aromas and complex, rich flavors of plum,

cherry, cocoa, and soft vanilla. The inaugural 2013 vintage of 600 cases sold out almost immediately, prompting the vineyard to expand and greatly increase the amount of grapes for the Hānaiali'i brand. The bold design on the bottle is based on a tattoo Gilliom sports on her left forearm. The design pays tribute to her family lineage.



Alan Higuchi of Southern Wine & Spirits shows off Maui Blanc and Old Lahaina Rum.

MauiWinery (distributed by Southern Wine & Spirits): Nestled on the southern slopes of Haleakala, Maui's only winery began in 1974 with a partnership between C. Pardee Erdman, owner of Ulupalakua Ranch, and Emil Tedeschi, who has a family history of winemaking in Calistoga, California. Between the two of them, they had both the rich volcanic land they needed and the know-how to work it into something

new and unique. Since its founding, MauiWinery has continued to refine its products and expand distribution to 18 states and four countries around the globe.

MauiWinery's unique pineapple wines are made from hand-picked Maui Gold pineapples. Try Maui Blanc, Maui Splash, or Hula O Maui. The winery's estate Ulupalakua Vineyards wines also include Rosé, Syrah, and Chenin-Viognier. There is a Rose Ranch line with Framboise, Upcountry Gold, and Ulupalakua Red. Southern Wine & Spirits also featured MauiWinery's Lokelani, a Hawaiian sparkling rosé that strikes an ideal balance between nutty and elegant, a perfect accompaniment for a holiday party. Visit www.maui-wine.com for details.

Rum

Deep Island Hawaiian Rum (distributed by Southern Wine & Spirits) is new to the Hawaii rum market. It is an ultra-premium, organic rum from Hawaii Sea Spirits, LLC, the makers of Ocean Organic Vodka. Deep Island Hawaiian Rum is made from organic sugar cane and blended with deep ocean mineral water. Produced at Hawaii Sea Spirits Organic Farm and Distillery in Kula, Maui, the clear rum is a little sweet with hints of tropical florals and rich dark molasses.



Rex Riddle and Hugh Duncan with Koloa Rum.

Koloa Rum Company (distributed by Young's Market Company) produces premium, artisanal,

single-batch Hawaiian rum at their distillery in Kalaheo, Kauai. The company's award-winning rums include Premium Kauai White, Gold, Dark, Spice, and Coconut, as well as its Kauai Rum 50ml miniatures and Koloa Ready-to-Drink Mai Tai Cocktail and Rum Punch. For something unique, try Koloa Rum Company's new coffee rum made from Kauai Coffee—it's delicious straight or on the rocks.

Old Lahaina (distributed by Southern Wine & Spirits) constructed a distillery in Paia, Maui, to bring Hawaiian rum making back to Hawaii. Old Lahaina's premium Dark Rum is the perfect topping for mai tais with its excellent floating properties while imbuing deep molasses and vanilla flavors, but it's also great straight or on the rocks. Their Gold rum features a rich rum taste with a superb mouth feel. Silver rum, the lightest of the three, allows fruit flavors to shine through, so it's perfect for making Hawaii's favorite rum-based mixed drinks.



Vodka

Made by Hawaii Sea Spirits, LLC, **Ocean Organic Vodka** (distributed by Southern Wine & Spirits) is the only vodka in the world that is distilled from organic sugar cane and blended with deep ocean mineral water collected 3,000 feet below the Big Island's Kona Coast. The company says that its pristine taste is developed from these pure ingredients and is an excellent choice for martinis and fine cocktails, as well as straight up or on the rocks. The beautiful globe bottles, which were designed to be reminiscent of Japanese glass

Beer, Wine & Spirits (continued)

fishing floats that wash up on the shores of our islands, will make for unique eye appeal at any party.

Produced in upcountry Maui by Haliimaile Distilling Company, **Pau Maui Vodka** (distributed by Young's Market Company) is handcrafted from pineapple and



Travis Abe and Harold Kamakura of Southern Wine & Spirits with Ocean Organic Vodka.



Hugh Duncan and Dean Okamoto of Young's Market.

Hawaiian spring water in one-of-a-kind all-glass stills. Created in small batches, Pau Maui Vodka is "the essence of purity and cleanliness." It won gold medal awards and 93 points in the 2013 Beverage Testing Institute Best Buy; 2013 Craft Spirits Awards; and in the 2012 San Francisco World Spirits Competition.

Cheryl To mixes drinks with her ginger syrups.



Continued from page 24

Love ginger? Then **Pacifikool** Hawaiian or Thai Ginger Syrup will make the perfect ginger ale, tea, or cocktail. Pacifikool offers ginger syrup made from two very different kinds of ginger: Hawaiian 'yellow' ginger and Thai 'blue' ginger. Hawaiian yellow ginger is the spicy ginger most people are familiar with, while Thai blue ginger, predominantly used in Thai cooking, has a very perfumed and slightly piney taste. Both syrups are made from 100% fresh local ginger with no artificial flavorings or

preservatives. Pacifikool also uses Maui Brand Natural Evaporated Cane Juice, which has a hint of natural molasses. Buy Pacifikool Ginger Syrups at Foodland in Ala Moana, at the Kailua Farmers' Market on Thursdays, or at the KCC Farmers' Market on Saturdays. You can also order online at www.pacifikool.com, where you will find a host of recipes for both food and drink.

Whether you're the host or a guest bringing a dish to a potluck, **Som' Good Things** offers Som' Good Alae Seasonings and Som' Good Sauces that will have everyone asking for recipes. Alae Seasonings come in six varieties: Regular, Spicy, Hot, Hawaiian Spice, Hawaiian Smoke, and Garlicy. At the Made in Hawaii Show, owner Sharon Matsumoto served samples of killer stir fried yaki soba made with her signature Butter Yaki Sauce, which is great on everything from cold tofu to kalbi and comes in regular and sugarless "Sugar Not"TM varieties. Other sauces are Spicy Hawaiian Sauce and Tsukemono Mix.

Continued on page 32



Danny Boyd and James Hayashi of Sandwich Isle Pest Solutions.

Just because it's the holidays, it doesn't mean termites and other pests take time off. Although not food and beverage related, HFIA associate member **Sandwich Isle Pest Solutions** was at the show to offer services that will keep any pest in check, business or residential. Sandwich Isle is the largest locally owned pest control company in Hawaii. Since 2011, the company has ranked among the top 100 pest management companies in the U.S. They are the only Hawaii company on the list, and the only one in the islands to have two certified entomologists on staff.



Samantha Haas and Theo Stiller of Wealth Strategy Partners.

Your business finances don't take a vacation either, so get some made in Hawaii financial services from **Wealth Strategy Partners**, an HFIA associate member company. Wealth Strategy Partners helps businesses become financially organized. Some of the financial challenges the company can help with are retaining employees, exiting a business, succession planning, and long-term tax planning. Holidays or no, get your financial house in order by calling 695-2142 or emailing Samantha Haas at Samantha_Haas@thewsp.com. Or visit their website at www.thewsp.com.



IT'S THE LAW: Do Not Sell Tobacco Products or Electronic Smoking Devices to Anyone **Under 21**



1. All vendors must display this sign at points of sale.

Free signs available by calling (808) 586-4613.

2. Always ask to see I.D. and do not sell to anyone under 21 years of age.

Undercover inspections will be conducted for enforcement.

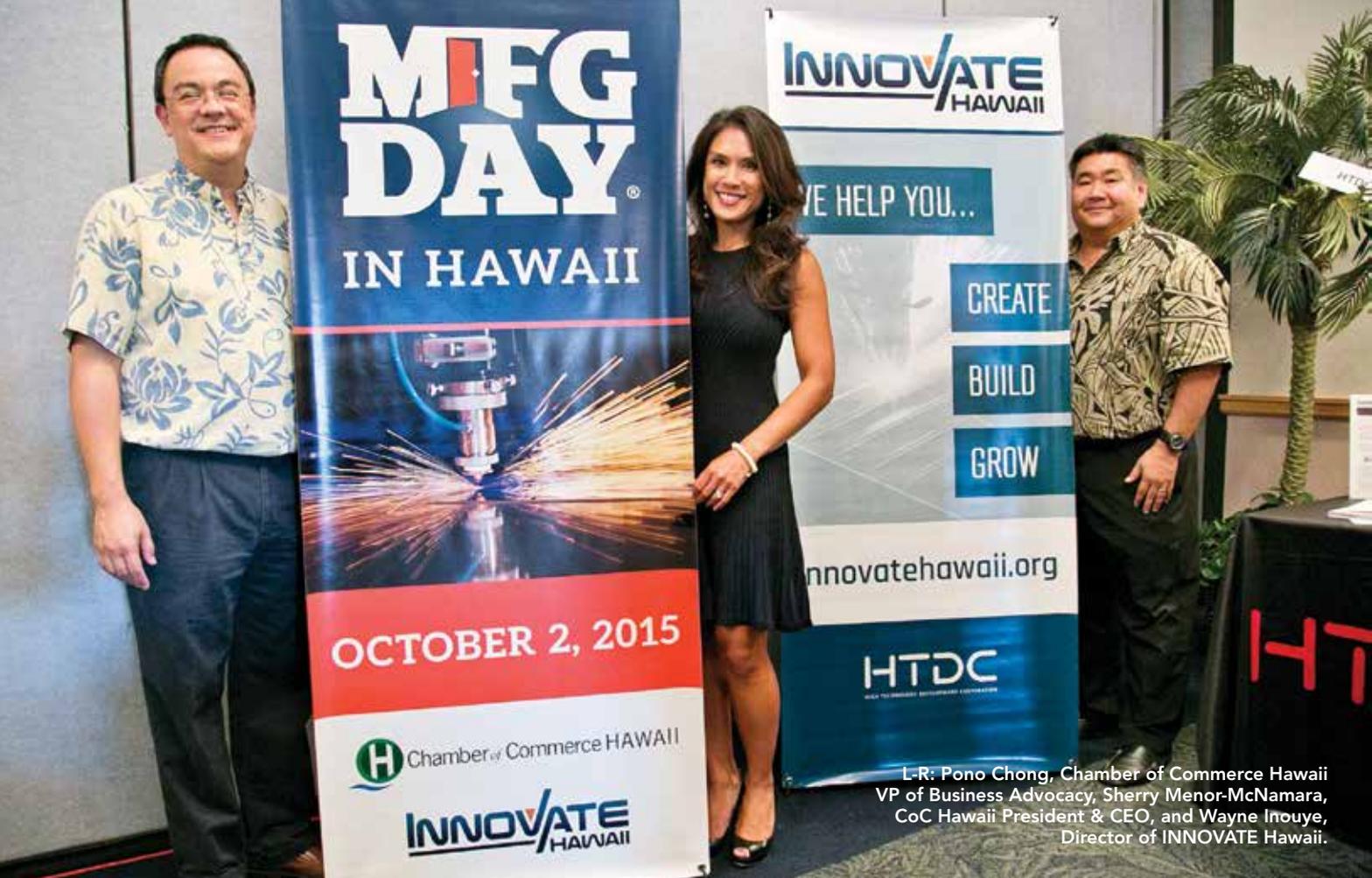
3. Know that if you sell to persons under 21, you will be fined.

Act 122, Effective January 1, 2016



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

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



L-R: Pono Chong, Chamber of Commerce Hawaii VP of Business Advocacy, Sherry Menor-McNamara, CoC Hawaii President & CEO, and Wayne Inouye, Director of INNOVATE Hawaii.

Assemble 2015 Inspires Hawaii Food Businesses

BY JASON Y. KIMURA

The Assemble 2015: Manufacturer Suppliers Show & Expo provided inspiration to manufacturers, featuring two industry experts, Derek Kurisu and Neal Arakaki. They presented creative Hawaii-made products and gave practical advice to improve supply chains. Exhibitors were also present, giving attendees an opportunity to network and share ideas. Co-sponsored by Chamber of Commerce Hawaii and the High Technology Development Corporation (HTDC), Assemble 2015 was done in partnership with HFIA, which held its 2nd Annual Made in Hawaii Show & After Hours Networking Social back-to-back (see “Bringing Hawaii Home for the Holidays” on page 20).

Both events were held at the Japanese Chamber of Commerce.

Wayne Inouye, Director of INNOVATE Hawaii, provided an update on the Manufacturing Grant Program, which will distribute \$2 million in grants to local manufacturers who want to purchase new equipment, improve energy efficiency, or train employees to use equipment. Grant awards will cover up to 20% of the cost of any of these. Certain qualifications, such as demonstrating financial stability to fund the rest of the investment, passing a site visit, and others will apply. Although the official rules have not yet been set, the message was that through a collaboration with the state, local trade associations, and INNOVATE Hawaii, all parties want to see manufacturing thrive in Hawaii. Visit www.htdc.org/new_grants

for more details or to sign up for regular email updates.

Economic Development Specialist James Nakano from the Hawaii Foreign-Trade Zone No. 9 also spoke on how manufacturers who import goods from foreign countries can save on taxes if they are bringing in components or adding value to products. The Foreign Trade Zone also offers complete warehouse services, flexible high security storage, import/export trade resources, small business support, customs tariff benefits, and possible duty deferral or avoidance. For more information, visit



L-R: Wing Lai, Shara Flores, and John Strandberg of Hawaii Tech Support.



www.ftz9.org.

KTA Super Stores Executive Vice President and HFIA Chair Derek Kurisu, the first industry expert to speak, gave a memorable example of branding and how the “Hawaii brand” is essential. Holding up a can of SPAM and a can of generic luncheon meat, he asked rhetorically,



Neal Arakaki, President of Hawaiian Candies & Nuts

“Which brand do Hawaii people buy?” Even if Hawaii people have to pay more, they would still buy SPAM. “Why?” asked Kurisu. “Be-

cause we don’t eat ‘luncheon meat musubi!’ It’s like Hawaii—SPAM is a brand. “Every manufacturer,” he continued, “needs to be responsible and keep the Hawaii brand magic.” Kurisu’s dream is to see a Hawaii section in stores around the world. Kurisu admits that there are many difficulties in getting a local brand

Debbie Serrao-Kuamo'o and Maria Behic of Pacific Allied Products



Liz Atherton and Dean Yamamoto of Rengo Packaging, a local manufacturer of corrugated cardboard that also does printing and die cutting.



to market, not the least of which is competing on price. He spoke of locally manufactured goods from KTA's successful Mountain Apple Brand products, which often aren't cheaper than similar products from big manufacturers, but compete by offering quality products that are made in Hawaii. To mitigate the price issue, KTA uses only one supplier for each type of product so local producers at least don't have to compete against each other. Working with the farmer or manufacturer really helps control costs, Kurisu feels. The supermarket also puts local products in an appropriate, but separate part of the store from mainland products.

"We don't want to sell commodities," Kurisu emphasized. KTA has found that local businesses must create "value-added" products. Mountain Apple Brand has a wild boar sausage. "We had a problem with pigs coming into people's yards," Kurisu explained. "I think I solved the problem!" Value-added means creating a valuable product out of the unsalable. For example,

after the best cuts from locally raised beef are sold, KTA has taken the unsalable cuts and made pipikaula. They also created a Mountain Apple Brand Portuguese sausage with pork and beef. “This brand called Hawaii,” concluded Kurisu, “is all of our responsibility.”

Industry expert Neal Arakaki, President of Hawaiian Candies & Nuts, gave advice on supply chains. He advised that building relationships with suppliers and getting them to talk to you frankly is half the battle. Sometimes you can get a better price through relationships. However, the cheapest price is not the same thing and is not always the best, Arakaki warns—there is a cost to poor service. “I like to work with local suppliers,” he said. “They’re not the cheapest, but communication is quick.” Arakaki admits that logistics in Hawaii are nonexistent and services are very limited. He pointed out that his freight for shipping \$4,000 of chocolate to Hawaii is \$3,000.

Arakaki says he built his business on export, admitting that he

Dennis Suzuki of Suzuki Industries explains his company's diverse product offerings to Trung Lam of La Tour Bakehouse and Café.



can't beat the “big guys” on price. Instead, growing manufacturers should ask themselves if they can export their products. “Hawaii people work together,” he said. “There is a market out there for Hawaii manufacturers and it’s possible to work as a group.” Arakaki

warns to keep your reputation intact by being careful to only take orders you are able to fulfill. “Be unique, fill your orders quickly, and give good service—these will put you on the map,” he advised. “As your operations grow, your options will grow.”

A holiday-themed advertisement featuring four smiling people in Hawaiian shirts. The background is a festive red with white snowflakes and stars. The text reads "from our family to yours, happy holidays". On the right, there are three inset images: a roasted ham with vegetables, hands clinking beer glasses, and a slice of pie. At the bottom, logos for Times Supermarkets, Big Save Markets, Fujioka's Wine Times, and Shimama Supermarket are displayed. Below the logos, it says "A Proud Supporter of HFIA".

Owner Sharon Matsumoto serves up Som' Good Things.



Bringing Hawaii Home for the Holidays

Continued from page 26

Som' Good Things also has four salad dressings, Tasty Tempura Batter, and Gourmet Flour Mix. Don't know what to cook? Get the Som' Good Cookin' recipe book. Visit www.som-goodhawaii.com to find out where to buy the products or email Matsumoto at somegoodhawaii@hawaii.rr.com to order.

There were desserts aplenty at the Made in Hawaii Show. Consider bringing some **Menehune Mac** to the party. The company's hand-made macadamia nut candies are premium—not the mass-produced stuff. There are milk and dark chocolates, as well as flavored chocolates. For a twist on mac candies, try Pineapple Snow, Orange Creme, Matcha Latte (green tea), or Strawberry Creme. Menehune Mac also offers Gourmet Cookies in three flavors (mac nut and Kona coffee shortbread; chocolate chip macadamia nut) and Lilikoi Sandbars, which are thin, hand-rolled butter shortbread cookie bars glazed with fresh lilikoi puree and sprinkled with raw Maui sugar. There are also Kona Coffee and Macadamia Nut Sandbars. Buy Menehune Mac

at select retailers or online at www.menehunemac.com.

For another really special chocolate experience, try some **Manoa Chocolate**, a bean to bar chocolate factory that sources cacao from across the globe with the goal of bringing out the best in each bean. Choose from a big selection of chocolate bars, including Breakfast, Hawaiian Sea Salt, Lavender, Goat Milk, Ghost Pepper, Costa Rica, Papua New Guinea, and Chili Pineapple. There's a 7-bar sampler, as well as assorted truffles, cacao nibs (great on salads or ice cream), and chocolate tea. Manoa Chocolate is available at R. Field Wine Co. at Foodland, Whole Foods Market, Down to Earth, and other retail stores, or at their factory in Kailua at 315 Uluniu Street, Suite 203. Visit www.manoachocolate.com for a full list of products and store locations.

For that special occasion, you'll want to check out **Hauté Confectionery Boutique**, which features island-inspired confections and whimsical interpretations of classic treats artistically handcrafted and packaged, all local and fresh. At the show, owner Liz Watanabe featured her Hapa Brownies with a shortbread crust, dark chocolate fudge middle, and hand-crafted mac nut brittle on top. Watanabe's Campfire Cookie is her signature chocolate chip cookie filled with marshmallow,

Tamara Butterbaugh of Manoa Chocolate.



Liz Watanabe of Hauté Confectionery Boutique



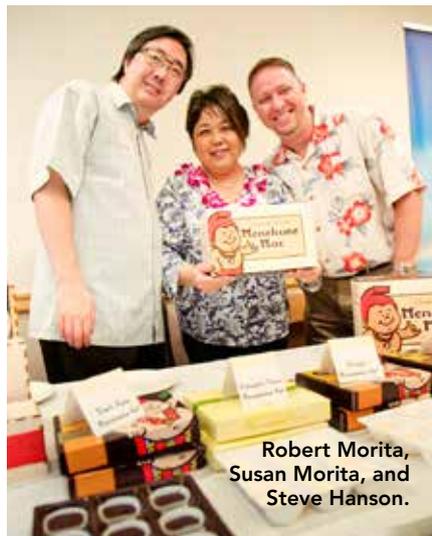
milk chocolate, and a graham cracker baked right into the bottom. Other exotic cookies were Dirty Swines, a chocolate chip bacon cookie, and Muddy Pig, a chocolate cookie also with bacon. Products are offered in a wide variety of gift baskets. Hauté Confectionery Boutique offers made-to-order individual products, like holiday and specialty cupcakes and cheesecake, custom cakepops, tiramisu, and wine cakes. Products are available at Tanioka's in Waipahu

or online at www.hauteconfectioneryboutique.com with reasonably priced on-island delivery.

Tea anyone? Since 1995, **The Tea Chest** has

pioneered the sale of gourmet teas in Hawaii. The company works with local farmers to cultivate and process local ingredients to create products that distinctly represent Hawaii. Best sellers include Hawaiian Natural Tea, Mango Peach, Pineapple Strawberry, Moana Royale, Passion-fruit Iced Tea, and Mango Peach Iced Tea. Served at upscale restaurants and hotels, the teas are available at many retail outlets throughout the islands. Visit www.teachest.com for locations.

Bringing Hawaii-made food and drink home for the holidays is just the thing to add a special touch to your holiday celebrations while taking pride in all Hawaii has to offer.



Robert Morita, Susan Morita, and Steve Hanson.

NEW MEMBERS



Pacific Allied Products, Ltd.

Company Profile: Headquartered in Kapolei, Pacific Allied Products, Ltd., is Hawaii's leading plastics manufacturing company. Founded in 1965, the company initially produced wall and roofing panels using Expanded Polystyrene (EPS) foam, followed by recreational ice coolers. Later, the foam business was expanded to insulated containers, and today, Pacific Allied Products is the leading insulated packaging company for the aquaculture industry. In 1992, the company expanded its product line to include the manufacturing of polyethylene terephthalate (PET) bottle products for the local bottling industry. In 2005, Pacific Allied Products added a new 30,000-square-foot co-packaging water manufacturing plant, enabling the company to produce more than three million cases of bottled water per year. Today, they supply over 15 leading Private Label companies that sell to Hawaii markets.

Reason for joining HFIA: As a co-packaging company for leading brands in Hawaii that are sold in the retail environment, Pacific Allied Products joined HFIA to keep informed about the latest news and trends. HFIA will provide valuable information regarding regulatory changes and the Hawaii retail market that will allow the company to continue to deliver the highest-quality products to its customers.

Unique to the Company: Pacific Allied Products bottles water for other brands, including Dasani (Coca-Cola), Aloha Wai (ItoEn USA), Hawaiian Rain (Foodland), Hawaii Deep Blue (Deep Ocean Enterprises), Aloha Water (Aloha Water Company), Hilo Hattie (Hilo Hattie), Maui'ola ('Iolani Palace), and other familiar names. In fact, Pacific Allied Products is the only privately owned company in the world that co-packs Dasani water for Coca-Cola. Pacific Allied Products has the capability to manufacture plastic preforms for water bottles; mold the preforms into containers of various shapes and sizes; rinse, fill, and cap the bottles; and then label, shrink wrap, and palletize the final product all under one roof.

Location & Service Area: Pacific Allied Products, Ltd., is located at 91-118 Kaomi Loop in Kapolei. The company services the State of Hawaii.

Contact Information:

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Bio-Eco Hawaii, Inc.

Company Profile: Bio-Eco Hawaii is a family-run business started in 2006 by Francisco and Adriana Lobos in Ocean View on the Big Island. Delicious, flavorful coffee is the result of careful selection, meticulous roasting, and masterful blending, and for Francisco, the art of coffee cultivation has been a life-long passion. His earliest memories are of working for his family's coffee business in Guatemala, and today he oversees every part of Bio-Eco's mill process, from buying the raw fruit from local farmers, blending in coffee from other places such as Columbia and Guatemala, to artfully roasting the beans and then packaging, labeling, and shipping the final product.

Reason for joining HFIA: HFIA has an impressive and diverse membership and represents our interests in the promotion of the best climate for economic and governmental relations in the food industry.

Unique to the Company: Bio-Eco will soon have one of the few decaffeinated coffee processing plants in Hawaii and the only one that uses the natural cold-water process.

Location & Service Area: Bio-Eco's Ocean View plantation provides service in Hawaii, the mainland U.S., Canada, and Europe.

Contact Information:

Francisco Lobos, Owner

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THE LAST WORD

BY LAUREN ZIRBEL

As the holiday season approaches, it is a time to count our blessings and look forward to a fresh new year. Here at HFIA, we have a lot to be thankful for. We have seen our association grow and become financially secure over the past few years. Our events have continued to sell out and generate a one-of-a-kind camaraderie that simply isn't found in any other association. HFIA is unique in our cohesiveness, and most importantly, in our ability to have a great time!

Most recently, HFIA hosted its second annual Made in Hawaii Show and After Hours Event. Over 200 people registered and 37 vendors joined us. The event was sponsored by the Chamber of Commerce of Hawaii and HTDC (High Technology Development Corporation). This new partnership brought a twist to our event, as they provided educational speakers and hosted the Assemble 2015: Manufacturer Suppliers Show & Expo two hours prior to the start of HFIA's event. The expo added an educational component and expanded the variety of businesses that attended.

In the spirit of giving, HFIA donated an iPad 3 mini, Zippy's Restaurants donated gift certificates, and Southern Wine & Spirits donated several bottles of spirits for a raffle to benefit the Hawaii Foodbank. We are proud to announce that the raffle successfully raised enough money to provide food for over 1,500 meals!

Per the strategy laid out by our Membership Committee, we used the Made in Hawaii Show and After Hours Event to showcase HFIA's strengths and promote membership to companies that are considering joining. Our Chair, Derek Kurisu, gave a fantastic speech about the benefits of joining HFIA, and we are hopeful that we will generate some new memberships from the event.

We can't understate the importance of asking non-members to join HFIA. When the request comes



from an existing member who has a good relationship with leaders in another company, our chances at succeeding in growing our membership increases dramatically. As consolidation in our industry intensifies, it is imperative that we continue to reach out to new members to maintain the viability of our association. We thank all of our members who have gone out of their way to promote membership and grow our association.

HFIA also thanks the many retail buyers who attended our Made in Hawaii Show and After Hours Event. Retail buyer participation is one of the many things that makes HFIA special and sets us apart from other associations. We appreciate the fantastic participation we received from our retailers, large and small.

Finally, as most of you know by now, Doug and I are expecting a very special blessing this November in the form of our first-born son! We are so excited to welcome him into the world, and of course welcome him into the HFIA ohana. We especially look forward to bringing him to HFIA's Annual Convention, which will be held at Aulani, A Disney Resort and Spa. We hope that you will bring your family too and enjoy what Travel and Leisure rated as the top family hotel in the U.S. We are pleased to announce that we were able to negotiate a fantastic peak season rate of \$169 a night. Save the dates of June 10 – 12, 2016. We look forward to an amazing event with your whole ohana! Happy Holidays and a blessed New Year!

"Free-From" Move Changing Supermarket Game

Continued from page 10

or bring a shopping bag and give a 25 cent deposit to use a shopping cart.

The retailer recently announced the opening of 45 stores in Southern California by the end of 2016 and expects to have 2,000 stores coast-to-coast by 2018.

ALDI is making the right move by removing undesirable ingredients to satisfy consumers. One of 2016's biggest trends will be "free-from" labeling, as brands remove these types of ingredients. Research from Mintel reports that 43% of US consumers agree that "free-from" foods are healthier; and that Millennials and Generation X shoppers are much more likely than Baby Boomers to worry about harmful ingredients in the foods they purchase. ALDI recently conducted its own survey of 2,000 adults, revealing that 87% of Americans are concerned with added ingredients in their packaged food. In fact, in the 2015 Food and Health Survey conducted each year by the IFIC Foundation, 36% of those surveyed said "chemicals in their food" is the most important food safety issue for them (up 13 percentage points from the 2014 survey).

It's also good business. According to the ALDI website, in recent years they have increased the amount of fresh (both conventional and organic) produce items; introduced SimplyNature, the ALDI exclusive brand free from more than 125 artificial ingredients; and LiveGfree, the store's line of gluten-free foods.

In *Consumer Reports Magazine's* supermarket survey, where over 62,000 shoppers rate stores on 12 attributes including perishables, price satisfaction, and variety, ALDI ranked at number 7 (taking into consideration scores that tied) in a list of 68 chains. No doubt that by the time the next survey is conducted, their ranking will be even higher.



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