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**King's Hawaiian Launches Green Vision Sustainability Initiative**  
*Company's island heritage, traditions pave way for environmental mission*

**TORRANCE, Calif.** – King's Hawaiian, the nation's leading and original producer of Hawaiian sweet bread and top-selling branded dinner rolls, has launched its "Green Vision" initiative, an operational campaign to enhance its global sustainability through company-wide efforts. From maintenance to production line procedures, King's Hawaiian has developed measures to impact the environment through financially sound alternatives and eco-friendly solutions. In addition to industry-focused endeavors, the campaign will also include a consumer awareness element, to promote sustainable lifestyles with its customer base. Capturing several efforts with measurable impact, the Green Vision initiative was designed as a tribute to the company's family-heritage as a native Hawaiian company with island tradition.

"In founding this company in Hawaii, my father's vision was to bring the spirit of aloha into every facet our business – from the bread we produce to the legacy we leave behind," said Mark Taira, CEO and President, King's Hawaiian Holding Company. "I think that the 'Green Vision' initiative is a tribute to the mission he foresaw for this company."

The following are a sampling of efforts the company has undertaken as components of its sustainability campaign:

- **Packaging** – Through extensive testing, King's Hawaiian Bakery has reduced the film gauge and, consequently, the volume of plastic resin used for its bread and roll bags by a total of 122,035 pounds.

**(more)**

## KING'S HAWAIIAN GREEN VISION

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- **Dough Usage** – Throughout the bread production line, excess dough is carefully collected and reused to feed area livestock throughout California and Arizona, furthering livestock and agricultural resources.
- **Shipping/Corrugate Materials** –
  - For its corrugate shipping materials, the company has adapted the use of alternative cardboard liners, allowing for a shipping board material that bears one-third-less weight. The use of the liners now allows for the delayed harvest of more than 1,150 trees annually.
  - All King's Hawaiian Bakery corrugated cardboard materials are sourced from a 100 percent sustainable manufacturer whose mills are certified by the leading sustainable forestry certification body.
- **Consumer Awareness** – To be placed on all packaging and select point-of-sale material, King's Hawaiian has developed Green Vision logos and text designed to direct consumers to a portion of the company's website which features tips on recycling and resources to enhance sustainability in daily living.
- **Recycling** – In addition to recycling nearly a ton of corrugated packaging materials daily, the company has programs to recycle countless operational excess materials, including poly bags, metal wickets, plastic strapping, aluminum bread pans and commissary and paper materials.
- **Maintenance** – For maintenance in various facets of its production line, King's Hawaiian bakery utilizes biodegradable cleaning agents.

In addition to current efforts, King's Hawaiian has an extensive series of sustainability programs under development for potential implementation under the next two to four years.

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## **KING'S HAWAIIAN GREEN VISION**

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### **About King's Hawaiian**

Founded more than 50 years ago in Hilo, Hawaii when Robert Taira opened his first bakery and tempted the taste buds of local residents with his unique Portuguese Sweet Bread recipe, King's Hawaiian continues to be well known as the original, family-owned producer of Hawaiian sweet bread and national sales leader in this category. After introducing their delicious sweet bread to the mainland, the Taira family opened the popular King's Hawaiian Restaurant & Bakery in Torrance, Calif. in 1988 and launched quick-service restaurant concept, The Local Place, in 2002. In addition operating a dynamic 150,000 square-foot bakery facility, the company continues to expand its distribution of bread products into stores nationwide with an appreciation for quality ingredients and great taste. For more information, visit the company's web site at [kingshawaiian.com](http://kingshawaiian.com).

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