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King's Hawaiian Bakery Celebrates 60 Years Of Aloha

TORRANCE, Calif. – King's Hawaiian Bakery, the family-owned company best known for its line of Original Recipe Hawaiian Sweet Bread, is celebrating their 60th year of baking bread for U.S. consumers, many of whom are brand enthusiasts and describe it as “irresistible.” Long identified by its distinctive orange packaging and original, proprietary recipe products, King's Hawaiian Bakery, the nation's leading and original producer of Hawaiian Sweet Bread, makes the country's top-selling branded dinner rolls. Founded in Hawaii in 1950, the company is a uniquely American success story with a touch of “aloha” that has enjoyed 29 consecutive years of growth.

King's Hawaiian enters this landmark anniversary with plans for added-value marketing efforts geared towards benefiting consumers and widespread media outreach initiatives. Consumer-driven outreach will include a 60th anniversary recipe collection that can be downloaded online, social media contests and give-aways and other valuable money saving opportunities. Media relations efforts will include outreach to both print and broadcast outlets across the nation.

Robert Taira founded King's Hawaiian after graduating from baking school at the top of his class and borrowing \$382 from his father to open a tiny storefront bakery in Hilo, Hawaii.

Sixty years later, the company still belongs to the dedicated Taira family who continue to run the business, which now has more than 500 employees, with a graciousness most commonly found in the Hawaiian Islands and an unwavering dedication to high-quality, delicious products. Theirs was the very first Hawaiian sweet bread, and the family has made it their mission to ensure their company and its bread products remain true to the spirit of the original.

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King's Hawaiian Bakery's 60th Anniversary

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“King's Hawaiian's 60th anniversary is a tribute to our corporate and consumer ohana (family),” said Mark Taira, King's Hawaiian Chief Executive Officer. Six decades ago, my father began the tradition of producing irresistibly delicious, original recipe products made with genuine aloha spirit and we are fortunate to be able to continue that mission today. King's Hawaiian is greatly assisted in our efforts by our outstanding retailer partners across the nation, all of whom demonstrate great enthusiasm for our brand.”

Built on the principle that accountability and kindness can, and should, coexist in business, the company extends its aloha spirit to its employees, customers and partners. Now based in Southern California, King's Hawaiian operates a 150,000-square-foot bakery that produces more than one million pounds of breads and rolls daily and continues to expand its distribution nationwide. In fact, almost half of all dinner rolls sold in America today are from King's Hawaiian.

Since moving the bakery to the mainland, King's Hawaiian has expanded its product offerings to include three signature flavors, including Original Hawaiian Sweet, Honey Wheat and Savory Butter. The bread is available in six distinct forms that make up 12 SKUs for the product line, including: Round Bread, Dinner Rolls, Snacker (Mini-Submarine) Rolls, Sandwich Rolls and Sliced Bread (available in limited distribution.)

Consistent with its Hawaiian culture of caring for the islands in which it started, King's Hawaiian launched “Green Vision”, a company-wide initiative developed to impact the environment through financially sound alternatives and eco-friendly solutions. This initiative earned King's Hawaiian the California Governor's Environmental and Economic Leadership Award in 2009.

For more information about the company, its products and its Green Vision, or for a downloadable version of the new 60th anniversary recipe booklet, visit www.kingshawaiian.com.

About King's Hawaiian

Founded 60 years ago in Hilo, Hawaii by the Taira family King's Hawaiian Bakery continues to be well known as a family-owned producer of “irresistible, original-recipe foods made with Aloha Spirit.” In addition to 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. King's Hawaiian's signature bread products are used in

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dishes at a number of restaurants, including the Disneyland Resort, Dave & Busters, Ruby's Diner, among others, and the company owns and operates two Torrance, Calif.-based restaurant locations including the King's Hawaiian Restaurant & Bakery, which opened in 1988, and a fast-casual restaurant concept, The Local Place, which launched in 2002. For more information, visit the company's web site at www.kingshawaiian.com, become a King's Hawaiian fan on [Facebook](#) or follow on [Twitter](#).

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