



**FOR IMMEDIATE RELEASE**  
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### **King's Hawaiian Announces Launch of New Snacker Rolls**

**TORRANCE, Calif.** – King's Hawaiian, the nation's leading and original producer of Hawaiian sweet bread and top-selling branded dinner rolls, wants to help consumers nationwide taste paradise in a snack-sized serving. Beginning April, the company is launching its of Snacker Rolls, a packaged offering of four, pre-sliced mini sandwich rolls made with the signature recipe of King's Hawaiian Original Sweet Bread which includes rich creamy butter, special French yeasts, eggs and a unique blend of flours. Each roll, measuring 4 inches by 2 inches, makes the new sandwich complement ideal for a myriad of recipes and time-saving meal ideas.

“For more than half a century, our loyal customers have enjoyed our bread as a unique and flavorful way to customize their favorite sandwiches,” said Shelby Weeda, president of King's Hawaiian Bakery West. “The Snacker Rolls allow consumers to prepare tasty, hand-held sandwich offerings in a variety of ways with a bread they've consistently enjoyed.”

With its unique size, the Snacker Rolls are ideal for a wide scope of sandwich creations, including mini deli sandwiches, petite hoagie-style sandwiches, after school offerings for children and families, grilled panini and mini gourmet burger rolls. The Snacker Rolls also serve as ideal offerings for a general meal accompaniment.

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## **Snacker Rolls**

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The Snacker Rolls will be available in grocery stores nationwide. For more information on the Snacker Rolls, recipe ideas or where to find King's Hawaiian bread, visit the company's website at [kingshawaiian.com](http://kingshawaiian.com)

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

Founded nearly 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 to a new bakery facility scheduled to open later this year, 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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