



**FOR IMMEDIATE RELEASE**  
June 29, 2008

**Contact:** Danny Craig  
Morgan Marketing & Public Relations LLC  
949-261-2216 / danny@mmprr.biz

## **King's Hawaiian Asks Consumers for "Lights, Camera, Recipes" for Taste Summer Grilling Promotion**

**TORRANCE, Calif.** – King's Hawaiian, the nation's leading and original producer of Hawaiian sweet bread and top-selling branded dinner rolls, wants to "see and taste" the grilling skills of consumers nationwide. For its newly launched, "Taste Summer with King's Hawaiian" sweepstakes, the company is seeking grilling enthusiasts to submit their favorite grilling recipe using King's Hawaiian bread. To better showcase their recipes, consumers can also submit photographs of their creations. Five entrants will win a state-of-the-art Char-Broil Infrared Grill and a luxurious outdoor patio set, valued at \$2,000; and 25 entrants will receive a \$200 gift card that will be redeemable at specified local supermarkets. The 'Taste Summer' sweepstakes will continue through September 2, and contest details, summer grilling tips and inspirational recipes are posted at [KingsHawaiian.com](http://KingsHawaiian.com).

"The summer grilling season is an annual tribute to outdoor family fun – we hold this dear as a family-held company with island roots," said Shelby Weeda, president of King's Hawaiian Bakery West. "We hope the 'Taste Summer' sweepstakes creates aloha in the backyards of our valued customers for many years and summers to come."

To submit, entrants will need to create original recipes, with no more than five primary ingredients (this does not include spices or condiments), plus the King's Hawaiian Sweet Bread), and upload the materials as directed on [KingsHawaiian.com](http://KingsHawaiian.com). Photo submission is optional.

**-more-**

***Taste Summer Sweepstakes***

## 2-2-2

To provide sweepstakes participants with some added inspiration, King's Hawaiian tapped Hilton Waikoloa Village Head Chef Kenny Omiya on the island of Hawaii to create one of his favorite grilling recipes using King's Hawaiian bread, and the contest rules (primary ingredients are in bold):

### **Shish Kabob Chicken Sandwiches**

Ingredients

**3 pcs. chicken thigh meat**

4 oz. Italian dressing

1 tsp. dried oregano

1 tsp. dried basil

**1/2 green bell pepper, cut to the size of sweet roll**

**1/2 red bell pepper, cut to the size of sweet roll**

**1 oz. red onion, cut to the size of sweet roll**

**3 pcs. of King's Sweet Bread rolls, cut horizontally in half**

Pineapple half (for garnish)

**6 pcs. cherry tomatoes**

Pickle and olives to garnish

3 oz. mayonnaise (recipe below)

Preparation

1. Combine Italian dressing, oregano and basil, divide.
2. Marinate chicken thighs with half of the dressing mix for several hours and vegetables with the remaining dressing mix for half an hour.
3. Grill chicken and vegetables.
4. Arrange on a skewer, cherry tomato first, top of bread, onion, bell pepper, chicken, bottom of bread and a cherry tomato on the bottom to hold a sandwich in place.
5. Stick the skewers into the pineapple half for presentation.
6. Serve with mayonnaise.

Makes three servings

Sweepstakes details, entry rules and recipes are available at [KingsHawaiian.com](http://KingsHawaiian.com).

-more-

***Taste Summer Sweepstakes***

**3-3-3**

**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).

**###**