

KING'S HAWAIIAN

ESTABLISHED 1950 HILO · HAWAII

Making Island Culture a Key Ingredient for More Than 60 Years

1950s – Beginnings of a Legacy

In 1950, Robert R. Taira, the Hawaiian-born son of Japanese immigrants, graduated at the top of his class from baking school and with a small loan from his father opened Robert's Bakery in Hilo, Hawaii. Robert's Bakery was the birthplace of his iconic Original Hawaiian Sweet Bread. Inspired by a recipe for traditional Portuguese bread, Robert made an indelible mark on Hawaiian culture by creating a uniquely shaped round bread that was soft, fresh and irresistibly delicious.



1960s – A Hub of Hawaiian Culture

After nearly a decade of growing popularity, in 1963, Robert moved his bakery from Hilo to a larger, more central location on Honolulu's King Street and called it by a new name, King's Bakery. It didn't take long for the new location to become a beloved institution with a widespread reputation for quality. Lines formed around the

block for Robert's famous breads and cakes, which were prepared and served with *Aloha Spirit*, an expression of caring and sharing that is an essential part of island culture.



1970s – Sharing Aloha Spirit

Robert's iconic Original Hawaiian Sweet Bread began to develop a following on the mainland, as locals and tourists alike shipped it as gifts to family and friends. Seeking new challenges, Robert, an entrepreneur at heart, dreamed of bringing his passion and baking to a larger market. In 1977, he constructed a 24,000-square-foot commercial bakery in Torrance, Calif. The new location was close to a growing Hawaiian population and conveniently located near Los Angeles' major transportation hubs. To remain true to its island heritage, he renamed the business King's Hawaiian Bakery. National retail distribution soon followed, and King's Hawaiian Original Hawaiian Sweet Round Bread began winning fans across the country.



1980s – Hawaiian Roots in Mainland Soil

Missing the direct interaction with the community that he enjoyed in Hilo and Honolulu, Robert opened a family-style bakery and restaurant in Torrance that served a combination of his legendary confections, including a variety of his famous tropical cakes, and traditional Hawaiian fare. Meanwhile, the new manufacturing operation flourished. When it opened, it was the largest bakery in the area. Robert's baking processes evolved with new technologies, however, he steadfastly remained true to his original recipe, and its authentic flavor and texture. Robert responded to consumer requests for new ways to enjoy King's Hawaiian products, and in 1983, the line expanded to include Original Hawaiian Sweet Rolls in a 12-pack, which are now the #1 selling branded dinner roll in the country. In 1986, Robert created a new flavor, Honey Wheat, and offered it in Round Bread.



1990s – Rising Demands

To keep up with growing sales, King's Hawaiian added 40,000 square feet to its bakery on Normandie Avenue in Torrance. But even with this sizable new addition, Robert could not keep up with the number of new fans enjoying King's Hawaiian products every day. His company was destined for further expansion.

2000s – Continuing the Legacy



In 2002, not far from the existing sit-down restaurant and bakery in Torrance, King's Hawaiian opened The Local Place Bakery & Cafe. This fast, casual and convenient eatery offers delicious Hawaiian-style cuisine for customers on-the-go. Also during this period, the company created Honey Wheat Rolls (now available in 4- and 12-pack) and a new flavor, Savory Butter (available in 4- and 12-pack rolls). In 2004, a new fully automated 150,000-square-foot baking facility and corporate headquarters was built in Torrance. The new facility provided an opportunity to greatly expand the King's Hawaiian product line. In 2008, the company launched Original Hawaiian Sweet Mini Sub Rolls, followed in 2009 by Original Hawaiian Sweet Sandwich Buns and Original Hawaiian Sweet Sliced. In 2012, King's Hawaiian added Original Hawaiian Sweet Hamburger and Hot Dog Buns to its product line. Today, three generations of the Taira family continue Robert's legacy and commitment to *Aloha Spirit*, staying true to his authentic recipes and dedication to quality and integrity.



What started as a small bakery in Hawaii is now a national food company with King's Hawaiian products available in grocery stores across the United States, most often in the deli section or in-store bakery department.

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