

#### FOR IMMEDIATE RELEASE

CONTACT: Elizabeth Santos

GolinHarris (213) 438-8732

esantos@golinharris.com

#### SAY ALOHA TO KING'S HAWAIIAN!

Authentic Hawaiian Favorite Brings Unique Bread, Rolls, Buns and "Aloha Spirit" to the Northeast

**TORRANCE**, **Calif**. **(May 21, 2012)** – King's Hawaiian<sup>®</sup> is pleased to announce the expansion of our *ohana* (the Hawaiian word for "family").

King's Hawaiian has been delighting palates young and old since its founder, Robert R. Taira, created the recipe for Original Hawaiian Sweet Bread nearly 60 years ago in Hilo, Hawaii. Light and fluffy in texture, with just a hint of sweetness, King's Hawaiian's Original Hawaiian Sweet Bread, Rolls and Buns are crafted from the finest ingredients, staying true to the original recipe. These uniquely delicious products are now widely available in the Northeast, and can be found in the Bakery or Deli departments of stores from Maine to Pennsylvania.

A recipient of a *Best Taste Award* from the American Culinary Institute, King's Hawaiian bakes irresistible bread, rolls and sandwich buns loved by families every day. The soft Hawaiian bread is authentically crafted in the true spirit of the islands and gives any meal or snack a subtle touch of sweetness. King's Hawaiian products are perfect ingredients for any family meal, backyard barbeque and holiday celebration—including Memorial Day Weekend, which is right around the corner! In addition to its classic *Original Hawaiian Sweet* flavor, King's Hawaiian offers two other varieties: *Savory Butter*, and *Honey Wheat* - which is made with whole grains and pure golden honey.

The King's Hawaiian legacy began in 1950, when Robert R. Taira, the Hawaiian-born son of Japanese immigrants, graduated from baking school and followed his entrepreneurial spirit by opening a bakery in Hilo, Hawaii with a small loan from his father. Robert's unique, soft, and fresh bread became a cultural phenomenon on the islands and gained a permanent place in Hawaiian history. Today, the Taira family honors Robert's vision by expanding his signature products beyond their Hawaiian origins and sharing them with consumers throughout the mainland.

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Accompanying these authentic breads is King's Hawaiian's commitment to *Aloha Spirit* - a humble expression of mutual hospitality, kindness and generosity that embodies the cultural values and graciousness of Hawaii. Three generations of the Taira family remain committed to Robert's legacy of quality, integrity and guaranteeing *aloha* in every bite.

"Our King's Hawaiian *ohana* works hard to continue and expand the legacy my grandfather started over 60 years ago with his Original Hawaiian Sweet bread recipe," said Courtney Taira, granddaughter of founder Robert Taira and King's Hawaiian's consumer care manager. "It's wonderful to hear people tell us how much they love the taste and fluffy texture of our King's Hawaiian bread, and now that our products are available in the Northeast, we're delighted that more people will enjoy our products and experience *Aloha Spirit*."

King's Hawaiian is celebrating its expansion throughout the Northeast by supporting several local food banks, and participating in some of the region's most popular events including the Boston Marathon, the New Jersey State Fair, the Boston Dragon Boat Festival, the Red Dress Run/Walk in Hartford, and the Revlon Run/Walk in Manhattan supporting women's cancer research.

## King's Hawaiian Products

Beginning this month, the following products are now widely available in the Bakery or Deli departments of stores throughout the Northeast:

- Original Hawaiian Sweet Rolls (4 and 12 packs)
- Original Hawaiian Sweet Mini Sub Rolls (4 packs)
- Original Hawaiian Sweet Sandwich Buns (4 packs)
- Honey Wheat Rolls (4 and 12 packs)
- Savory Butter Rolls (4 and 12 packs)

For more information, including a full list of retailers and family favorite recipes, please visit the King's Hawaiian website at KingsHawaiian.com/find us.

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### About King's Hawaiian

Founded more than 60 years ago in Hilo, Hawaii, by Robert R. Taira, King's Hawaiian is a family-owned business that for three generations has been dedicated to making irresistible, original recipe Hawaiian foods with *Aloha Spirit*. Kings Hawaiian makes the #1 branded dinner roll in the United States, and operates more than 270,000 square feet of baking facilities in Torrance, California and Oakwood, Georgia. For more information, visit the company's website at kingshawaiian.com, "Like" King's Hawaiian on Facebook and follow King's Hawaiian on Twitter.

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