



FOR IMMEDIATE RELEASE

KING'S HAWAIIAN® to Air First Ever Super Bowl Ad
"False Cabinet" 30-Second Spot Will Air During the Fourth Quarter

Torrance, CA, January 31, 2017 – KING'S HAWAIIAN® announced today it will debut a new TV ad spot during the broadcast of the Super Bowl on Sunday, February 5, 2017. The 30-second spot, created by Levit Agency, produced by Gartner, and directed by Mike Bigelow, will air during the fourth quarter of Sunday's telecast. The spot captures the irresistible nature of King's Hawaiian products and makes the official announcement that King's Hawaiian will launch BBQ sauce nationally this spring. The spot will be part of an integrated media campaign that will run throughout 2017 across multiple mediums.

"King's Hawaiian bread has been an important part of making social gatherings fun and delicious for generations including parties for the season's biggest games," said Erick Dickens, Vice President of Marketing. "Because of this, advertising during the Super Bowl is a natural fit for us, and a great place to announce to the nation's largest TV audience our first ever national product expansion outside of the bread category - King's Hawaiian BBQ sauces."

King's Hawaiian BBQ sauces are available online and in select markets now, and nationwide this spring. All of King's Hawaiian's irresistible products can also be found on KingsHawaiian.com.

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 providing irresistible, original recipe Hawaiian foods made with Aloha Spirit. A priority for the company is sharing the Hawaiian Way – a uniquely Hawaiian approach to hospitality based on graciousness, generosity, and a commitment to making everyone feel a part of the KING'S HAWAIIAN 'ohana' (extended family). KING'S HAWAIIAN makes the #1 branded dinner roll in the United States, along with other great Hawaiian foods including hamburger buns, hot dog buns, sandwich bread, BBQ sauce and more. The company operates baking facilities in Torrance, California, and Oakwood, Georgia. For more information, visit the company's website at www.KingsHawaiian.com, "[Like](#)" KING'S HAWAIIAN on Facebook and "[Follow](#)" KING'S HAWAIIAN on Twitter.

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