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**KING'S HAWAIIAN ADDS NEW HOT DOG BUNS AND HAMBURGER BUNS TO
ITS LINE OF IRRESISTABLY DELICIOUS PRODUCTS**

Original Hawaiian Sweet Hot Dog Buns and Hamburger Buns Arrive Just in Time for Summer Grilling

TORRANCE, Calif. (June 7, 2012) – These are the buns everyone has been asking for! King's Hawaiian is pleased to announce two new products to its line of authentic Hawaiian breads: King's Hawaiian Original Hawaiian Sweet Hot Dog Buns and Hamburger Buns! The new buns stay true to the King's Hawaiian Original Island recipe—a unique soft, fluffy texture with just a touch of sweetness.

People who know hamburgers and hot dogs know that the buns are just as important as the meat and toppings. The new Original Hawaiian Sweet Hot Dog Buns and Hamburger Buns pair perfectly with the flavors of your favorite burger and hot dog recipes for a mouth-watering taste that is irresistibly delicious.

King's Hawaiian Hot Dog Buns offer a signature “top-cut” design. Whether you prefer chili, sauerkraut, or simply ketchup and mustard, the top-cut buns keep all your favorite flavors together in every bite. They are also perfect for serving your favorite grilled sausages. King's Hawaiian Original Hawaiian Hamburger Buns deliver a uniquely soft and fluffy texture with just the right amount of sweetness to perfectly complement your juicy burger and favorite toppings. They are ideally sized for your signature backyard burger. Both buns are available in re-closable packages of 6 buns each.

“King's Hawaiian is incredibly excited about these new Original Hawaiian Sweet Hamburger Buns and Hot Dog Buns. Consumers have been asking for them for a long time, and we are so glad that we can put a King's Hawaiian spin on a summer tradition—the backyard barbeque,” said Courtney Taira, King's Hawaiian's official spokesperson and granddaughter of company founder Robert R. Taira. “When you use King's Hawaiian's Hot Dog Buns and Hamburger Buns, you really boost the flavor of your favorite summer foods. It's the classic savory and sweet combination that everyone loves.”

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King's Hawaiian began baking its Original Hawaiian Sweet Bread in Hilo, Hawaii. Robert Taira had a passion for baking and started his own business during the 1950s. Working with wholesome, high-quality ingredients, he crafted a uniquely shaped round bread that was soft, sweet and irresistible. Today, three generations of the Taira family continue to honor Robert's legacy, staying true to both his original recipe and devotion to Aloha Spirit.

Original Hawaiian Sweet Rolls, Mini Sub Rolls, Hot Dog Buns, Hamburger Buns, Sandwich Buns and Honey Wheat Rolls are the perfect ingredient for any family meal, holiday celebration, or a casual backyard barbeque. The soft Hawaiian bread, which is baked in the true spirit of the islands, gives every meal a subtle touch of sweetness that guests will love.

For a full list of retailers and family favorite recipes, visit the King's Hawaiian website at 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 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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