

June 6, 2015 ~ Pomaika`i Ballrooms at Dole Cannery

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**HAWAII FOOD MANUFACTURERS ASSOCIATION ANNOUNCES GOVERNOR'S LIFETIME ACHIEVEMENT AWARD WINNER & FINALISTS FOR 2015 TASTE AWARDS**

***Awards Event Will Honor Top Local Food Manufacturers  
on June 6 at Pomaika`i Ballrooms at Dole Cannery***

HONOLULU, May 4, 2015 – The Hawaii Food Manufacturers Association (HFMA) announced today Roselani Ice Cream as the winner of the Governor's Lifetime Achievement Award for its 2015 TASTE Awards. In addition, finalists were announced in eight more categories for HFMA's second annual Taste Awards, which will honor outstanding companies in Hawaii's food manufacturing industry.

The awards dinner, being held on Saturday, June 6, at the Pomaika`i Ballrooms at Dole Cannery from 6:30 to 9:30 p.m., will recognize individuals, companies and products that have demonstrated exceptional performance, innovation and contribution to the manufacturing industry and to the community.

Back by popular demand, this year's event will feature a "Battle of the Chefs" with three top local chefs – James Aptakin (2014 defending champion) of Mac24/7 and the Hilton Waikiki Beach Hotel; Benjie Cabutaje, Sous Chef at the Westin Moana Surfrider Hotel; and Wade Ueoka, Chef-owner of MW Restaurant. They will create signature dishes using locally manufactured products that guests will experience along with drinks made with Hawaii-made rums, vodkas and wines in a fun, interactive cocktail hour, followed by a formal dinner program and awards ceremony.

"We're proud and excited to be hosting our second annual Taste Awards," said Byron Goo, President of the HFMA board of directors. "The response we received in 2014 – by members, industry businesses and participants, government organizations and more – was very supportive and overwhelming. It really demonstrated the community being built in and around the food-manufacturing sector. People throughout Hawaii have multiple connections to our members and their products, and these awards help to strengthen those connections. We're hoping to have an even stronger turnout for the 2015 Taste Awards."

According to 2014 statistic provided by the Hawaii State Department of Business, Economic Development and Tourism (DBEDT), food manufacturing annually contributes \$900 million in revenue, jobs for 6,200 residents and a payroll of over \$161 million. This makes value added foods the largest manufacturing sector in the state using local inputs.

**2015 Governor's Lifetime Achievement Award Goes to Roselani Ice Cream**

HFMA is proud to announce Roselani Ice Cream as the 2015 winner of the TASTE Awards most prestigious honor, the Governor's Lifetime Achievement Award. This award is given to a company, organization or individual that has: an established history of distinguished service; made a lasting

contribution to the food manufacturing industry in Hawai'i; and exhibited leadership and provided inspiration to others in the industry.

Roselani Ice Cream's roots go back to 1888 when Maui Soda & Ice Works, Ltd., its parent Company, was started in Kahului, moving to its present location in 1900. In 1932, then company manager, Manuel Nobriga, began making ice cream from scratch for local ice cream parlors. Nobriga eventually became a major stock owner in the company, which continues to be run by the Nobriga ohana today. In 1997, the company underwent a major multi-million dollar plant expansion to meet consumer demand. Now in business for more than 125 years, the company's Roselani brand can be found throughout Hawaii as the premier ice cream of the islands.

Cathy Nobriga Kim, general manager and a third-generation ice cream maker, said, "We're very honored and grateful to receive this award. It inspires us to continue innovating and adding new island flavors and contributing to our surrounding community."

"We congratulate Roselani Ice Cream on this prestigious award," Goo said. "It's well deserved given all that the Nobrigas and their employees have contributed to our local food industry over the last century. It's also wonderful to see how the company has evolved to broaden its scope over the years and expand its business as it has passed through generations."

Other finalists in the category included Dennis Teranishi, former CEO and vice chairman of Hawaiian Host, FCH Enterprises, and Maui's Winery.

Winners will be announced and presented to winners in eight more categories at the June 6 awards program. Those categories include:

- **Manufacturer of the Year "Large-Company"** (50 or more employees).
- **Manufacturer of the Year "Small-Company"** (49 or less employees).
- **Start-up Manufacturer of the Year.**
- **Product of the Year Award.**
- **Advocate of the Year Award.**
- **Supplier of the Year.**
- **Community Service Award.**
- **Innovative Marketing Award.**

[\*\*Note: For a complete list of finalists, see Pages 3-4.]

Tickets and sponsorships for the 2015 Taste Awards are still available. For information on purchasing table sponsorships or individual tickets, please visit [www.foodsofhawaii.com](http://www.foodsofhawaii.com) or call 808-422-4362. Proceeds from the event will benefit Culinary Institute of the Pacific at Kapiolani Community College.

#### **About Hawaii Food Manufacturers Association**

The Hawaii Food Manufacturers Association is a non-profit organization that serves as a conduit for resources, tools and expertise to benefit existing and start-up companies in the state's \$900 million food manufacturing industry. Established in 1977, HFMA is the only statewide food manufacturing association in the United States, representing more than 150 member companies and industry stakeholders. HFMA advocates on behalf of the local manufacturing community and works to increase public awareness of

Hawaii's unique, locally made food and beverage products. For more information, visit [www.foodsofhawaii.com](http://www.foodsofhawaii.com).

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## **Hawaii Food Manufacturers Association 2015 Taste Awards Finalists**

**1. INNOVATE Hawaii Manufacturer of the Year - Large Company** (more than 100 employees) is awarded to a company that: displayed innovation and growth in the past year through increased hiring, sales growth, or investments in the food manufacturing industry in Hawai'i; strives to manufacture and distribute products that represent the spirit of Hawai'i.

- 1 **Aloha Shoyu**
- 2 **Hawaiian Host**
- 3 **HC&S and the Maui Brand Sugar**
- 4 **Honolulu Cookie Company**

**2. INNOVATE Hawaii Manufacturer of the Year - Small Company** (less than 100 employees) is awarded to a company that: displayed innovation and growth in the past year through increased hiring, sales growth, or investments in the food manufacturing industry in Hawai'i; strives to manufacture and distribute products that represent the spirit of Hawai'i.

- 1 **Aloha Tofu Factory, Inc.**
- 2 **Aloha Hawaiian Store (Original Donkey Ball Store)**
- 3 **Hawaii Popcorn Company**
- 4 **Koloa Rum**
- 5 **Mulvadi Corporation**

**3. Start-up Manufacturer of the Year** - is awarded to a new company not more than three years old that has: displayed the best of a start-up food manufacturer established from 2009-2014; created new products or processes not seen in the industry.

- 1 **Island Distillers**
- 2 **Mana Ai**
- 3 **Manulele Distillers (Kohana Rum)**
- 4 **Maui Gold Pineapple Company**
- 5 **Pau Maui Vodka**

**4. Product of the Year** - is awarded to a company that manufactures a product or product line that: exhibits the most innovative packaging or use of packaging to highlight the best of Hawai'i manufactured products; exhibits innovative manufacturing, use of ingredients, packaging, or use of packaging, to achieve superior taste and highlight the best of Hawai'i products; displays significant growth based on sales, sustainability, or public awareness.

- 1 **Hawaiian Chip Company – Kilauea Fire Hot Sauce**
- 2 **HK Corporation – Maui Onion and Paniolo Grill Seasonings**

- 3 **Honolulu Cookie Company – 2014 Holiday Collection**
- 4 **Island Distillers – Hawaiian Moonshine**
- 5 **Maui Winery – Lokelani Sparkling Rose**

**5. Advocate of the Year** - recognizes a company, organization or individual that has: worked to bring awareness to the food manufacturing industry, the largest manufacturing sector in the State of Hawai'i; brought public awareness to food manufacturing and made in Hawai'i products.

- 1 **Joseph Burns, Small Business Development Corporation**
- 2 **Bernie Coleman, Pacific Allied Products**
- 3 **Byron Goo, The Tea Chest**
- 4 **Ken Kanter – Douglas Trade Show**
- 5 **Teena Rasmussen – Maui County Office of Economic Development**

**6. Supplier of the Year** - is an award that recognizes a company that: strives to provide valuable support as an industry stakeholder through products or services that are needed by local manufacturers including but not limited to printing, packaging, ingredients, materials, logistics, etc.

- 1 **HFM FoodService**
- 2 **EdSung Food Service**
- 3 **Inovi Technologies**
- 4 **Pacific Rim Packaging**
- 5 **Rengo Packaging**

**7. Community Service Award** - is an award given to a company that: made a significant contribution to improve the well-being of their local community through projects, services, etc.; encourages active employee involvement in the community through service projects or programs.

- 1 **Kualoa Ranch**
- 2 **Inovi Technologies**
- 3 **Mana Ai**
- 4 **Meadow Gold**
- 5 **So Ono Food Products**

**8. Innovative Marketing Award** - is an award given to a company for exceptional marketing distinction that may include: original content creation, use of social media, print, television or radio promote a member company, products, employee(s) and/or the food manufacturing industry; increase public awareness of made in Hawai'i products and the "Buy Local, It Matters" message.

- 1 **Diamond Bakery**
- 2 **Douglas Trade Shows**
- 3 **FCH Enterprises**
- 4 **Honolulu Cookie Company**