



**FOR IMMEDIATE RELEASE**  
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## **King's Hawaiian Helps Families Brown Bag In Style For School Lunch Month**

**TORRANCE, Calif.** – With the school year in full swing, parents everywhere are faced with the challenge of packing nutritious and fun brown bag lunches for their kids. And, with October being National School Lunch Month, the adolescent palates are primed and the pressure is on. To assist parents nationwide, King's Hawaiian has developed a batch of tips and recipes to alleviate the stress and mess while offering some lunch-packing solutions that are quick, easy-to-eat, and your children won't place them on the trading block at lunch.

Here are 5 brown bag strategies for back to school:

- Have several baskets or bags at home, one filled with fruits, another filled with whole grain snacks, and the last filled with a dessert choice such as applesauce. Each evening, let your child pick one item from each basket to be included in his lunch bag for the next day. You decide on the sandwich. (See Mini Hawaiian Ham Hoagie recipe below, or visit [www.kingshawaiian.com](http://www.kingshawaiian.com) for other great sandwich ideas.)
- Make and pack school lunches the night before. Store in the refrigerator overnight and then grab lunch bags on the way out the door to save precious time in the morning.
- Include bite-size items such as mini-muffins, pre-cut washed carrots, or crackers and cheese that are easy to eat and won't make Junior late for lunch recess!
- Use cookie cutters to cut out fun sandwich shapes. Hearts and dinosaurs will be big hits at the school lunch table.
- Don't forget to include a comic strip, a photo from the newspaper of your child's favorite sports figure, or best of all, a note from mom!

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***King's Hawaiian Brown Bag In Style***

## **2-2-2**

The following are recipe ideas to add some fun and different flair into your children's school day diets:

### **Mini Hawaiian Ham Hoagies**

Ingredients

½ lb. Deli ham (thinly sliced)

1 Roma tomato (prepped in ¼-inch thick slices, seeded)

1 tsp. Mayo or Mustard (if preferred)

2 leaves of romaine lettuce

2 King's Hawaiian Snacker Rolls (or four dinner rolls – break off rolls in pairs of two, if the latter)

1. Lay one lettuce leaf on each roll (this also protects the bottom half of the roll from absorbing moisture).
2. Place two to three slices of ham on each roll (folding to match the shape of the bread). Place 2-3 tomato slices atop the ham.
3. If preferred, evenly spread mayo/mustard on the top half of each roll. **Hint:** To add calcium to the sandwiches, place a slice of Swiss or American cheese on the ham.
4. Before brown-bagging, individually wrap each sandwich in plastic wrap (this allows for easier bag storage and allows your child to eat one as a mid-morning snack).

Makes two sandwiches (one serving, depending on appetite).

### **Ono or “Delicious” Slammers (Classic PB&J, mini-style)**

Ingredients

2 tbsp. peanut butter

2 tbsp. jam, jelly or your child's favorite fruit preserve

2 King's Hawaiian Snacker Rolls (or four dinner rolls – break off rolls in pairs of two, if the latter)

Preparation

1. Evenly divide and spread the peanut butter onto one half of each roll, then do the same with the jelly on the remaining halves.
2. Individually wrap each sandwich in plastic wrap, to avoid smearing of the contents.

**Healthy hints:** To lighten the sandwich, use reduced fat peanut butter or almond butter. In place of jam/jelly, utilize all-fruit preserves.

Makes two mini-sandwiches.

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### ***King's Hawaiian Brown Bag In Style***

## **3-3-3**

## **After School Kid's Fuel: Dog Bites**

### Ingredients

2 King's Hawaiian Sweet Rolls

1 Hot dog

Ketchup or mustard, garnish

### Preparation

1. Heat hot dog in microwave on high for 30-40 seconds or boil in water over stove top for 2-3 minutes.
2. Fill rolls: Pull apart 2 rolls from package.
3. Create a cavity in each roll for hot dog by gently cutting a 3/4-inch hole through the center side of rolls with a small serrated knife. **Hint:** To include your kids in the process, have them use chop sticks in place of a knife to help with this part of the process.
4. Cut heated hot dog in half. Place each half through hole created in rolls.
5. Squiggle favorite condiment on top of roll! Serve warm. **Hint:** This is a fun mini-activity for your young-eager eaters as a part of the snack-time experience.

Makes one serving.

For these and other tips and recipes, visit [KingsHawaiian.com](http://KingsHawaiian.com) for year-round ideas.

### **About King's Hawaiian**

Founded more than 50 years ago in Hilo, Hawaii when Robert Taira opened his first bakery and tempted the taste buds of local residents with his unique Portuguese Sweet Bread recipe, King's Hawaiian continues to be well known as the original, family-owned producer of Hawaiian sweet bread and national sales leader in this category. After introducing their delicious sweet bread to the mainland, the Taira family opened the popular King's Hawaiian Restaurant & Bakery in Torrance, Calif. in 1988 and launched quick-service restaurant concept, The Local Place, in 2002. In addition operating a dynamic 150,000 square-foot bakery facility, the company continues to expand its distribution of bread products into stores nationwide with an appreciation for quality ingredients and great taste. For more information, visit the company's web site at [kingshawaiian.com](http://kingshawaiian.com).

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