



FOR IMMEDIATE RELEASE
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THE GREATEST THING SINCE SLICED BREAD - KING'S HAWAIIAN SLICED SWEET BREAD
For The First Time In More Than 50 Years, Company
Launches Sliced Version Of Signature Product

TORRANCE, Calif. – King's Hawaiian, the nation's leading and original producer of Hawaiian sweet bread and top-selling branded dinner rolls, wants to make it even easier for consumers to enjoy a hint of sweetness in their sandwiches, French toast, desserts and snacks. For the first time ever, the company is launching King's Hawaiian Sliced Bread, a 16-slice traditional loaf made with the signature King's Hawaiian Original Sweet Bread recipe, which includes rich creamy butter, eggs and a unique blend of flours. Slated for release in November, the pre-sliced loaf makes the ideal addition to numerous recipes and time-saving meal ideas, including school lunches.

"For more than half a century, our loyal customers have enjoyed our bread as a unique and flavorful way to customize their favorite foods," said Shelby Weeda, president of King's Hawaiian Bakery West. "Our pre-sliced bread loaf makes it even easier for consumers to add a touch of aloha spirit to school lunches or their favorite tasty sandwiches, deserts, tailgate parties, snacks and breakfast offerings."

With its convenient size and shape, King's Hawaiian sliced bread is perfect for a wide scope of meal and snack creations, including deli sandwiches, after school snacks, grilled paninis, French toast, bread pudding and much more.

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Sliced Bread

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A recipient of the Best Taste Award from the American Culinary Institute in the Hawaiian Sweet Bread category, King's Hawaiian continues to delight consumers and experts alike. In the classic "Island Orange" packaging, King's Hawaiian sliced bread will be available in grocery stores throughout California, Nevada and Hawaii. For more information on recipe ideas or where to find King's Hawaiian bread, visit the company's website at kingshawaiian.com

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.

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