



FOR IMMEDIATE RELEASE
February 26, 2009

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**King's Hawaiian Awards Consumers With
Top Honors In National Recipe Competition**

TORRANCE, Calif. — King's Hawaiian, the nation's leading and original producer of Hawaiian sweet bread and top-selling branded dinner rolls, is proud to name Joni Hilton, Shirley Mizushima, David Redemann, Carissa Scarpa and Jennie Watkins first place winner of the "Taste Summer with King's Hawaiian" competition for their recipe entries. To reward their creativity each winner received a state-of-the-art Char-Broil Infrared Grill and a luxurious outdoor patio set, valued at \$2,000. Their recipes won first place from a national pool of more than 1,200 entries with 40 finalists.

"Throughout the 'Taste Summer with King's Hawaiian' promotion, we were very pleased to find that consumers share our passion for creating recipes with King's Hawaiian bread," said Shelby Weeda, president of King's Hawaiian Bakery West. "In the same way we hold tradition closely as a family-held company, we hope the winners innovative recipe will begin many family traditions."

The nationwide contest was designed to showcase the talents of creative home chefs using King's Hawaiian bread. Entrants created original recipes, with no more than five primary ingredients (not including spices or condiments), plus King's Hawaiian Sweet Bread. To view the award-winning recipes visit www.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.

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