

KING'S HAWAIIAN Takes Center Stage During PEOPLE'S CHOICE AWARDS 2015

A new star makes its debut on the Hollywood scene

Torrance, CA, January 8, 2015 – KING'S HAWAIIAN, a family-owned business dedicated to making irresistible, original recipe Hawaiian foods, made its debut on the Hollywood scene as an official partner and snack of PEOPLE'S CHOICE AWARDS 2015.

KING'S HAWAIIAN took center stage during PEOPLE'S CHOICE AWARDS 2015 with its **#stashtherolls** integration that included Kristen Johnston and Donald Faison, showcasing how KING'S HAWAIIAN rolls are so irresistible that stars hide them for a mid-show snack. A video of the integration can be found [here](#).

"We are honored to partner with the People's Choice Awards on this breakthrough opportunity to communicate that KING'S HAWAIIAN rolls are an essential part of any great awards show season," said Erick Dickens, Vice President, Marketing, KING'S HAWAIIAN.

KING'S HAWAIIAN, the official snack of the 2015 Awards Season, has been a part of social gatherings and special moments – large and small – for over 60 years.

"We were pleased to have KING'S HAWAIIAN as one of our major partners for this year's show," said Fred Nelson, President of the People's Choice Awards. "The integration of the #stashtherolls campaign caught our attention as a fun and clever way for consumers to engage with the brand. As an organization that takes the public's opinion seriously, we've enjoyed partnering with a brand people are passionate about."

These sweet and fluffy rolls can be found in the in-store deli or bakery sections at your local grocery store. To learn more about KING'S HAWAIIAN and their Awards Show contest and promotion, visit www.starringroll.com and enter to win \$10,000 to host a VIP awards show party.

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 made with Aloha Spirit. A priority for the company is sharing the Hawaiian Way – a uniquely Hawaiian approach to hospitality based on graciousness, generosity, and a commitment to making everyone feel a part of the KING'S HAWAIIAN 'ohana (extended family). KING'S HAWAIIAN makes the #1 branded dinner roll in the United States, and operates baking facilities in Torrance, California, and Oakwood, Georgia. For more information visit the company's website at www.KingsHawaiian.com, "[Like](#)" King's Hawaiian on Facebook and [Follow](#) King's Hawaiian on Twitter.

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