



FOR IMMEDIATE RELEASE

CONTACT: Elizabeth Santos
GolinHarris
(415) 318-4310
esantos@golinharris.com

Send Aloha Spirit with Great King's Hawaiian Gifts
Maker of Irresistible Hawaiian Food Launches New Shopping Site

TORRANCE, Calif. (Nov. 29, 2012) – You love KING'S HAWAIIAN Original Hawaiian Sweet bread. Now it's easier than ever to share aloha among friends and family with unique gift options from the new King's Hawaiian online shopping site.

The convenient [virtual storefront](#) at www.KingsHawaiian.com offers shoppers a choice of irresistibly delicious KING'S HAWAIIAN products, including their signature Round Bread in Original Hawaiian Sweet and Honey Wheat; everyone's favorite Dinner Rolls in Original Hawaiian Sweet, Honey Wheat, and Savory Butter; and delicious Sandwich Buns and Mini Sub Rolls in Original Hawaiian Sweet. All are attractively packaged in the KING'S HAWAIIAN signature bakery gift boxes, making them the perfect surprise for holiday tables everywhere.

The new King's Hawaiian online store is also the only place where coffee lovers can find the ideal complement to our irresistible bread and rolls—rare and delicious KING'S HAWAIIAN 100% Moloka'i Royal Whole Bean Coffee and Toasted Coconut Moloka'i Royal Whole Bean Coffee. In 1865, Hawaii's King Kamehameha V chose the rainforests of Moloka'i as the ideal place to grow his personal supply of "royal" coffee and coconuts. King's Hawaiian has rediscovered the unique coffee-growing microclimate that Moloka'i has to offer—bountiful sunlight tempered by cooling trade winds, red volcanic soils and the natural purity of an island that still doesn't even have a traffic light. The result is a perfect cup of coffee and a delicious way to share Aloha Spirit.

KingsHawaiian.com is also a great source for holiday gifts that capture the beauty of Hawaii and let you take it with you wherever you go with items such as:

- Authentic Hawaiian Aloha shirts by Honolulu-based legend Tori Richard, in vintage and contemporary prints with an embroidered KING'S HAWAIIAN logo on the sleeve

- MORE -

Send a Taste of Aloha Spirit / Page 2

- Hawaiian-print men's golf shirts made for King's Hawaiian by The Skins Game, which is renowned for shirts made of perforated fabric providing maximum breathability
- Distinctive tropical print logo day packs just right for carrying cameras or snacks; hibiscus-print backpacks and beach tote bags; and a sunset-orange print sports bag, sure to be one of a kind at the gym
- Gift-boxed, limited-edition holiday ornaments handmade in Hawaii by local craftspeople and featuring delicate island flowers, a surfing star fish and hand-painted shells
- Delightful children's books by Dr. Carolan, a Kauai pediatrician, featuring Hawaiian themes and accompanying read-along and music CDs

"Consumers told us they wanted a convenient way to buy and share their favorite KING'S HAWAIIAN products and gifts with friends and family," said Courtney Taira, granddaughter of company founder Robert R. Taira. "We have put together a unique assortment of products for fans of KING'S HAWAIIAN—everything from coffee to authentic Hawaiian shirts. There is something to fit everyone's gift list."

Early holiday shoppers can take advantage of a special pre-holiday promotion. Through December 18, all purchases are 20 percent off with the promotional code, AlohaM1. The secure shopping site accepts all major credit cards.

Find the online store, and family favorite recipes, on the King's Hawaiian website at www.KingsHawaiian.com.

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. Kings Hawaiian makes the #1 branded dinner roll in the United States, and operates more than 270,000 square feet of baking facilities in Torrance, California and Oakwood, Georgia. For more information, visit the company's website at kingshawaiian.com, "Like" King's Hawaiian on Facebook and follow King's Hawaiian on Twitter.

#