



Honolulu Cookie COMPANY®

Honolulu Cookie Company Celebrates Whale Season And Lunar New Year

Two new shortbread cookie collections in honor of two very special occasions in Hawaii

As Hawaii's warm shallow waters continue to host the whale season, Honolulu Cookie Company commemorates these majestic aquatic visitors with the Whale Collection, now available in stores. In addition, Honolulu Cookie Company is pleased to introduce a brand-new Lunar New Year Collection to celebrate a time-honored Chinese tradition with friends and family. Both collections include delicious assortments of unique flavors, such as lilikoi, mango, macadamia nut, coconut, Kona coffee, chocolate and more.

The Whale Collection

In the fall of 2014, Honolulu Cookie Company partnered with the Pacific Marine Life Foundation (PMLF) to launch the Whale Collection. The PMLF, found online at pmlf.org, is a non-profit organization dedicated to finding conservation solutions for ocean life.

With the whale migrations being such an important, meaningful part of Hawaii, Honolulu Cookie Company created a unique shape to match the collection's unique message. The whale tail-shaped cookies come in two gift boxes; *The Whale Collection Gift Box* features a quilted blue design with silver embossed artwork of a breaching whale's tail with 24 cookies in 8 different flavors (\$22.95). *The Whale Collection Wrap Box* is a deep-sea blue with a full humpback whale design wrapping around its 12 cookies in 4 flavors (\$14.95).

The Lunar New Year Collection

Honolulu Cookie Company adds another gift to the celebration of Lunar New Year with a new collection available now. The Year of the Sheep begins on 2/19; according to Chinese tradition, those born under this sign know how to savor the finer things in life and enjoy sharing luxuries with close friends and family.

"Honolulu Cookie Company is extremely pleased to unveil the vibrant Lunar New Year collection. Hawaii has one of the oldest Chinatowns in the world and the Chinese New Year celebrations have attracted locals and visitors alike. We are contributing to this unique tradition and hope this year is filled with good luck and prosperity for all. *Gong Xi Fa Cai! Kung Hei Fat Choi!*" said Randy Yeager, President.

Traditionally, gifts are wrapped in bold red paper to symbolize luck. Honolulu Cookie Company honors this custom with the *Lunar New Year Signature Gift Boxes*, which come in medium, large, and small sizes, sleeved in striking-red paper and accented with vibrant gold designs. Choose 18 signature pineapple-shaped shortbread cookies in 6 flavors (\$15.95) or 55 cookies in 15 different flavors (\$39.95). For its partnership with DFS, Honolulu Cookie Company offers a Small Gift Box containing 12 cookies in 4 flavors (\$13.95). The Medium and Large Gift Boxes are available in the Honolulu Cookie Company's retail stores as well as through their website at www.honolulucookie.com, while the Small Gift Box is available through DFS locations. For online shopping, cookies will arrive by Lunar New Year (2/19), if ordered by 2/5 for international addresses and by 2/13 for domestic addresses.

Take in the sights of the unique Whale Collection and ring in the Lunar New Year with these festive new cookie collections from Honolulu Cookie Company. For more details on the company and its products, please visit www.honolulucookie.com or call toll free at (866) 333-5800.

You can also find Honolulu Cookie Company on Facebook at www.facebook.com/honolulucookie.

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About Honolulu Cookie Company

Since 1998, Honolulu Cookie Company's premium shortbread cookies have been made from the original recipe using Hawaii's freshest and finest ingredients. Baking begins every morning at 5 A.M. in Honolulu and each cookie is individually wrapped.

On Oahu, Honolulu Cookie Company has seven retail stores in Waikiki, one at Ward Warehouse and a kiosk in the Makai Food Court at Ala Moana Center. On Maui, Honolulu Cookie Company has a store in the Shops at Whalers Village and on Front Street in Lahaina. A third Maui store will open in the Shops at Wailea in February of this year. Honolulu Cookie Company can be found in the Shoppes at The Palazzo in the Venetian Hotel in Las Vegas, with a second store opening in early March in the Grand Bazaar Center on Las Vegas Boulevard. The first international location opened in July 2014 in Seoul, South Korea, followed by a second store in December.

In addition, Honolulu Cookie Company cookies are available at select retail partners: Neiman Marcus, Tommy Bahama, and DFS stores; go to www.honolulucookie.com/store-locations for details.