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HONOLULU COOKIE COMPANY TO DEBUT A NEW FLAVOR AND NEW BUTTER MACADAMIA COLLECTION

Collection to kick off “Spread Aloha” campaign in conjunction with Aloha Festivals Event

HONOLULU, HAWAII (August 21, 2015) – Honolulu Cookie Company announced it will debut the new Butter Macadamia Collection next month in conjunction with the Aloha Festivals, Hawaii’s premier cultural event. The Butter Macadamia Collection will showcase a brand new flavor of white chocolate dipped macadamia as well as featuring the bird of paradise flower prints in a tin or wrap box.

The Honolulu Cookie Company timed the launch of the Butter Macadamia Collection to coincide with their sponsoring of the ever popular Aloha Festivals, voted by USA Today as one of 2015’s Best Cultural Festivals. The Aloha Festivals honor and celebrate Hawaiian heritage and culture throughout the month of September with events such as the annual Floral Parade, Waikiki Ho`olaule`a and the Keiki Ho`olaule`a.

“Our company’s mission is very similar to that of the Aloha Festivals and that is to spread the spirit of aloha,” said Herman Tam, Vice President of Marketing for the Honolulu Cookie Company. “We realize that aloha is more than a word, we understand that it means mutual regard, warmth and affection towards others which we attempt to convey through our very unique brand of cookies.”

In addition to being an official sponsor of this year’s Aloha Festivals, Honolulu Cookie Company is offering customers a complimentary “Spread Aloha” postcard with any purchase. The postcard is designed to help customers send the “Spirit of Aloha” to their friends and family around the world, and will be supported by social media elements. The Spread Aloha campaign will run through the months of September and October.

A full listing of new items are:

- Butter Macadamia Collection - bird of paradise flower tin (\$5.95, 4 flavors, 4 cookies)
- Butter Macadamia Collection - bird of paradise flower wrap box (\$13.95, 4 flavors, 12 cookies)
- Chocolate Collection – hibiscus flower prints tin (\$5.95, 4 flavors, 4 cookies)
- Fruit and Chip Collection – plumeria flower tin (\$5.95, 4 flavors, 4 cookies)

- Chocolate Collection - flower clutch (\$9.95, 8 flavors, 8 cookies)

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 another at a kiosk in the Makai Food Court at Ala Moana Center, and one on-site at their bakery in Kalihi. On Maui, Honolulu Cookie Company has stores in the Shops at Whalers Village, Front Street in Lahaina, and most recently at The Shops at Wailea. Honolulu Cookie Company can be found in the Grand Canal Shoppes at The Palazzo in the Venetian Hotel in Las Vegas, along with the new Grand Bazaar Shops location on Las Vegas Boulevard near Bally's. The first international location opened in July 2014 in Seoul, South Korea.

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

About Aloha Festivals

Aloha Festivals is the largest Hawaiian cultural celebration in the United States. In 1946, Aloha Festivals began as "Aloha Week," a cultural celebration of Hawaii's music, dance, and history intended to perpetuate the Islands' unique traditions. A group of former Jaycees - known as the Jaycees Old-timers of Hawaii - had the vision to create a public celebration to honor Hawaii's heritage. In time, it became a statewide tradition.

In 1991, Aloha Week became Aloha Festivals. Aloha Festivals has become a statewide celebration of Hawaiian culture with major events on the island of Oahu. Thousands of volunteers work together each year to stage the events, which are attended by over 100,000 people. The festivals are funded through the sale of Aloha Festivals ribbons and merchandise, and via corporate and private donations. As a 501(c)3 corporation, donations are tax deductible and welcomed.

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