



HAWAII FOOD & WINE FESTIVAL

PRESENTED BY



First Hawaiian Bank. &



HMAA

HAWAII MEDICAL ASSURANCE ASSOCIATION

P R E S E N T S

KEIKI

IN THE KITCHEN

FOOD, FITNESS AND FUN!

Save The date

Saturday, September 12, 2015

9:00 AM - 4:00 PM

at the Honolulu Zoo

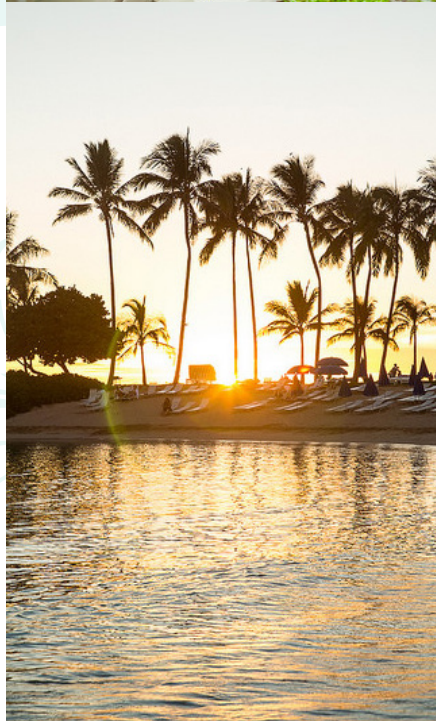
www.HFWF.me

ABOUT THE HAWAI'I FOOD & WINE FESTIVAL



The Hawai'i Food & Wine Festival (HFWF) is the premier epicurean destination event in the Pacific. Set in the lush island paradise of Hawai'i Island, Maui and O'ahu, the six-day Festival features a roster of over 125 internationally-renowned master chefs and wine and spirit producers. Co-founded by two of Hawai'i's own James Beard Award-winning chefs, Roy Yamaguchi and Alan Wong, the Festival showcases the bounty of Hawai'i and its locally grown products and farmers. The Festival aims to promote Hawai'i's food sustainability to bridge relationships between the community, chefs, restaurateurs, hoteliers and market buyers to showcase local farmers and food producers' products and raw goods.

The mission of the HFWF is to attract national and international attention to Hawai'i's extraordinary culinary talent, as well as diverse, high quality local products that exists in our islands to ensure Hawai'i maintains its competitive edge as a world-class travel destination. Proclaimed by the 2014 State of Hawai'i Legislature as the "Next Movement" from the Hawai'i Regional Cuisine (HRC) – a movement which began twenty-five years ago by 12 chefs who made a commitment to utilize Hawai'i's local produce to supporting and sustain Hawai'i's agricultural industry, the HFWF will continue to create an internationally recognized, world-class event, showcasing Hawai'i's locally grown foods and the culinary talents of the world. HFWF has significantly raised the bar for Hawai'i as a culinary destination where visitors can come to experience some of the most unforgettable international dishes that reflect our island culture. HFWF has given the spotlight to many young, up-and-coming chefs who have created their own styles of cooking. HFWF will not only bring culinary and agriculture together, but many other industries and sectors such as tourism, education, retail, food, restaurant, media, environment and culture that support our state's economy.



HFWF 2014 AT A GLANCE

- More than 9,000 residents and visitors attended the Fourth Annual Hawai'i Food & Wine Festival
- The lineup included over 82 guest chefs, four master sommeliers, 40 top-tier winemakers, 10 mixologists, and over 50 local farmers
- Public relations and marketing campaigns that focused on broadcast, print and web generated over 989-million Nielsen reach through various broadcast media, and a publicity ad value of over \$12.5-million.
- The Festival was comprised of 15 events, hosted at ten various venues throughout Hawai'i Island, Maui and O'ahu
- 3,000 bottles of wines and spirits supplied by Southern Wine & Spirits were enjoyed by over 5,500 attendees
- 39 kegs and 2,520 bottles totaling 211.85 gallons of Stella Artois, Stella Artois Cidre, Hoegaarden, Leffe Blonde and Kirin by Anheuser Busch were enjoyed throughout the week
- 9,840 bottles of Hawaiian Springs water were donated to hydrate the attendees
- More than 50 farmers from across the state of Hawai'i participated and donated products for chefs to create innovative dishes
- Over 3,000 hours were put in by more than 260 culinary students from Kapi'olani Community College, Leeward Community College Culinary Arts Program, Maui Culinary Academy and Hawaii Community College Culinary Program (Hilo and West) for an once-in-a-lifetime experience
- More than 65,000 portions of food were served over the course of seven days
- More than 150 volunteers ensured the Festival ran smoothly over the week

HMAA Presents Keiki in the Kitchen Food, Fitness & Fun!

HMAA Presents Keiki in the Kitchen: Food, Fitness & Fun! was held for the first time at the Honolulu Zoo in 2014. With the growing popularity of cooking shows and culinary personalities, many children and students have become interested in the culinary field. Keiki in the Kitchen was created for the community to encourage connections and interactions with celebrity chefs through cooking demonstrations, recipe contests, fitness activities, autograph signing sessions, and craft and educational booths.



With an attendance of over 3,500 participants, we hope to increase these numbers in our second year. Putting an emphasis on sustainability and eco-conscious practices, we are looking for partners who actively want to participate in teaching our keiki the importance of Food, Fitness & Fun!



- **KELLOGG'S & FOODLAND PRESENT: HEALTHY LUNCHTIME CHALLENGE FOR KEIKI:**
Keiki ages 8-12 & 13-17 are invited to submit an original recipe for a lunchtime meal that's healthy, simple to prepare and features at least one locally-sourced ingredient. The top three will prepare their dish live and present the dish to celebrity guest judges.

- **MADE IN HAWAII MARKETPLACE:**
Featuring the best of Hawai'i's fresh locally created foods and products from across the State. Products will be available for sample and sale.

- **CELEBRITY CHEF COOKING DEMONSTRATION:**
Featured celebrity chef will hit the stage in a fun and exciting cooking demo that will be interactive with guest participation and tastings.

- **KEIKI FITNESS ZONE:**
Fitness drills for kids featuring age-appropriate workouts designed to be fun and challenging, will help kids learn the importance of exercise. *Sponsored by Grown in Ho'opili.*

- **THE BEST OF HAWAII'S FOOD TRUCKS:**
Enjoy some of Hawai'i's favorite street food along with other great eats and goodies throughout the day.

- **MY FAVORITE CHEFS:**
Meet, greet and snap a photo with your favorite celebrity chefs. *Sponsored by Meadow Gold.*

- **KEIKI CRAFTS AND GAMES:**
Cool make & take craft activities.

- **THE FUTURE OF AG:**
It's an exciting time for the agricultural industry in Hawai'i and around the world. From aquaponics and solar green houses to vertical farming and more, kids and adults will see some of the latest technologies in the industry.



Join Us!

We're looking for Hawai'i-made products that use local ingredients and locally-grown and raised products. Set-up your booth display, offer samples, talk-up your products and SELL! We are also looking for food vendors and participating community business/organizations to participate and build awareness to our keiki. With over 3,500 guest in attendance last year, we anticipate an even greater turnout for our second year.

PARTICIPATION IS FREE!

As a vendor you will receive a 10'x10' space. We ask you bring your own pop-up tent and tables. If you do not have these items, we can arrange for you if necessary, at standard pricing.

SETUP & BREAKDOWN

Setup begins at 7:00am on Saturday morning. Parking lots within close proximity to the entry gates have been reserved for vendors to load-in/out. The Honolulu Zoo opens its doors to the public at 9:00am. Keiki in the Kitchen is open to all guests of the Zoo that day, and we ask that all vendors be "show-ready" by 9:00am on Saturday morning. Breakdown will begin at 4:00pm and all vendors must be out of the space by 5:00pm at the latest. No exceptions can be made.

REGISTRATION

Please complete the *Keiki in the Kitchen Vendor Registration Form* to reserve your space by **JULY 1st!**

FOR QUESTIONS:

Please contact:

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M: 619.920.1528

E: Keiki@hawaiiifoodandwinefestival.com

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Tentative Programing Schedule

SATURDAY, SEPTEMBER 12:

7:00 AM:	Vendor Setup
9:00 AM:	Show Ready / Doors Open to Zoo
10:00 AM:	Welcome and Announcements (<i>Main Stage</i>)
10:15 AM - 10:30 AM:	Morning Wake Up Exercise (<i>Main Stage</i>)
10:45 AM - 11:15 AM:	Ukulele Hale Performance (TBD) (<i>Main Stage</i>)
11:30 AM - 12 PM:	Kellogg's & Foodland Present Healthy Lunchtime Challenge: Tasting, Judging, Announcement of Winner • 8-12 year olds (<i>Main Stage/Keiki Cooking Stations</i>)
12:00 PM:	Mayor Kirk Caldwell (<i>Main Stage</i>)
12:15 PM - 12:45 PM:	Kellogg's & Foodland Present Healthy Lunchtime Challenge: Tasting, Judging, Announcement of Winner • 13-17 year olds (<i>Main Stage/Keiki Cooking Stations</i>)
1 PM - 1:30 PM:	Live Cooking Demo with Chef (TBD) (<i>Main Stage</i>)
1:45 PM - 2:15 PM:	Hula Finale with Auntie Carol's Hula Team + Interactive Lesson (TBD) (<i>Main Stage</i>)
2:15 PM - 2:45 PM:	TBD (<i>Main Stage</i>)
4:00 PM:	Vendor Breakdown
4:30 PM:	Honolulu Zoo Doors Close
5:00 PM:	All Vendors Out

**schedule subject to change*