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TFWA Asia Pacific preview

Hawaiian Host introduces contemporary new box in Singapore

At TFWA Asia Pacific this year, Hawaiian Host (stand P13) is introducing a new contemporary look for its Special box of famous chocolate covered macadamia nuts. Redesigned with a contemporary feel, each 142g (5oz) box retails at US\$6-7, making it an ideal impulse gift or self-purchase item for travellers everywhere.

The bright yellow box, redesigned with an island image background for a modern Hawaiian look, has strong shelf stand out and appeal. Each box contains hand selected macadamias, dry roasted and enrobed in Hawaiian Host's special blend of rich milk chocolate.

The redesigned box should be merchandised alongside Hawaiian Host's premium end offers such as Jewel and Tiki 8oz, along with Sharing Packs and pure macadamia nuts, creating a family of products to suit all travellers' needs, and emphasizing the brand recognition in this market sector.

Hawaiian Host, Inc. is the manufacturer of Hawaii's original chocolate covered macadamias. Mamoru Takitani purchased Ellen Dye Candies, a local confectioner since 1927, and renamed the company, Hawaiian Host. Its corporate headquarters is located at 500 Alakawa Street in Honolulu. For more information, please visit the website at www.hawaiianhost.com. Genuine, Classic, Original.® Since 1927.

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