



FOR IMMEDIATE RELEASE

HAWAI'I FOOD & WINE FESTIVAL® DEBUTS HFWF24 CHEFS WEEK TO ENCOURAGE LOCAL DINING WITH AN EXCLUSIVE TICKET OFFER

*Support local chefs and restaurants from **September 16-30** and unlock an exclusive offer for select Hawai'i Food & Wine Festival events this fall*

HONOLULU, HI (September 12, 2024)—The **Hawai'i Food & Wine Festival®** (HFWF) is excited to announce the launch of **HFWF24 Chefs Week: Fall for Local Chefs**, a new initiative designed to celebrate and support Hawai'i's incredible local chef talent participating in the Fourteenth Annual Hawai'i Food & Wine Festival® events later this fall. From **September 16-30, 2024**, guests are invited to dine at participating HFWF chef restaurants and unlock an exclusive opportunity to enhance their experience at this year's Festival events. Diners who scan the **HFWF24 Chef Week QR code** on display at participating restaurants will receive a special promo code to purchase **Priority Access tickets** with early entry at 5:00 P.M. to select HFWF24 events at the **General Admission price**—a \$100 value.

“We’re thrilled to bring the community together to support our local chefs while gearing up for another exciting Hawai'i Food & Wine Festival®,” said **Denise Yamaguchi**, Chief Executive Officer of the Hawai'i Ag & Culinary Alliance, the nonprofit organization that programs the annual Festival. “This exclusive offer is our way of saying mahalo to diners for supporting these local HFWF chefs and their restaurants, helping to sustain Hawai'i's vibrant culinary community.”

More than 50 restaurants on O'ahu, Maui and the Island of Hawai'i will participate in the two-week campaign to dine local during the typically slower post-Labor Day season. In the coming months, all of the participating restaurants will be represented by chef talent during the Fourteenth Annual Hawai'i Food & Wine Festival events from October 18-November 10, where they'll be joined by hundreds of chefs, winemakers, mixologists and beverage professionals from around the world.

How It Works:

- **Dine Local** – Visit one of the participating HFWF24 Chef restaurants between **September 16-30** and experience the culinary excellence of the local chefs featured at this year's Fourteenth Annual Hawai'i Food & Wine Festival events.
- **Unlock the Offer** – Scan the HFWF24 Chef Week QR code displayed at the restaurant to receive a special promo code.
- **Elevate Your Festival Experience** – Use the promo code to purchase Priority Access tickets for select Hawai'i Food & Wine Festival events at the General Admission price (a \$100 savings). With Priority Access, guests will enjoy an extra hour to taste unique culinary creations and meet their favorite chefs, winemakers, mixologists and more at the Festival.

HFWF24 Chefs Week Participating Restaurants:

MAUI	ISLAND OF HAWAII
<ul style="list-style-type: none"> • Balai Pata • Coral Reef – Sheraton Maui Resort & Spa • Hale Moolelo – The Westin Maui Resort & Spa, Kā'anapali • Humble Market Kitchen • Lahaina Noon – Royal Lahaina Resort & Bungalows • Mahele Market & Eatery – The Westin Maui Resort & Spa, Kā'anapali • Pineapple Moon – Royal Lahaina Resort & Bungalows • Roy's Kaanapali • Teppan-yaki Dan – Sheraton Maui Resort & Spa • Tiffany's Restaurant & Bar • The Restaurant – Hotel Wailea • The Sandbar – Sheraton Maui Resort & Spa 	<ul style="list-style-type: none"> • Copper Bar – Mauna Kea Beach Hotel • Hau Tree – Mauna Kea Beach Hotel • Meridia Restaurant – The Westin Hapuna Beach Resort • Moon & Turtle • Roy's Waikoloa Bar & Grill

O'AHU

<ul style="list-style-type: none"> • Arancino at The Kahala • Arancino di Mare • Arancino on Beachwalk • Artizen by MW • Bar Maze • Beach House by Roy Yamaguchi • Eating House 1849 • Fête • GOEN Dining+Bar • Halekulani Bakery – Halekulani Hotel • House Without a Key – Halekulani Hotel • Istanbul Hawaii • Kani Ka Pila Grille – OUTRIGGER Reef Waikiki Beach Resort • Kapa Hale • La Mer – Halekulani Hotel • Longboard Club – 'Alohilani Resort Waikiki Beach • Maile's Thai at Ward • Maile's Thai Bistro • Margotto Hawaii • Miro Kaimuki 	<ul style="list-style-type: none"> • Momosan Waikiki • Morimoto Asia Waikiki • Mugen • MW Restaurant • Nami Kaze • Noe – Four Seasons Resort O'ahu at Ko Olina • O'Kims • Orchids – Halekulani Hotel • Roy's Hawai'i Kai • Roy's Ko Olina • Roy's Waikiki • SHOR – Hyatt Regency Waikiki Beach Resort and Spa • Straits Honolulu • STRIPSTEAK by Michael Mina • Swell – 'Alohilani Resort Waikiki Beach • SWIM Restaurant & Bar – Hyatt Regency Waikiki Beach Resort and Spa • The Pig and The Lady • UMI by Vikram Garg
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To learn more about **HFWF24 Chefs Week** and view the full list of participating restaurants and events, visit [HFWF.me/CHEFSWEEK](https://hfwf.me/CHEFSWEEK). Tickets are selling fast for the **Fourteenth Annual Hawai'i Food & Wine Festival**. Visit hawaiifoodandwinefestival.com for tickets, schedule of events, lineup of participating chefs and more. Each year, proceeds from HFWF ticket purchases go toward supporting Hawai'i's farmers, ranchers, and fishermen and agricultural education for children, in addition to investing in up-and-coming chef talent at local culinary colleges. Since 2011, HFWF has donated nearly \$5 million to local culinary, agricultural, community, and 'āina-based organizations statewide. Stay connected—follow HFWF on Instagram [@HIFoodWineFest/](https://www.instagram.com/HIFoodWineFest/)#HFWF24 and Facebook at [@HawaiiFoodandWineFestival](https://www.facebook.com/HawaiiFoodandWineFestival).

For Press & Media inquiries, please contact

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ABOUT HAWAI'I FOOD & WINE FESTIVAL

The Hawai'i Food & Wine Festival, a program of the nonprofit organization—Hawai'i Ag & Culinary Alliance—is the premier epicurean destination event in the Pacific. The Festival features a roster of more than 150 internationally renowned master chefs, culinary personalities, sommeliers, mixologists, 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 culinary experiences, wine tastings, cultural engagement and exclusive dining opportunities with dishes highlighting the State's bounty of fresh, local produce, seafood, beef, poultry and spices. Since 2011, the Festival has given nearly \$5 million to support local beneficiaries committed to culinary and agricultural education, sustainability and cultural programs in Hawai'i.