

Hawaiian Host to unveil new-look Founder's Collection in Orlando



Hawaiian Host Founder's Collection 8oz milk chocolate-covered macadamias have a fresh look featuring gold foil

Hawaiian Host has redesigned its premium chocolate-covered macadamias with the introduction of the Mamoru Takitani Founder's Collection.

The range will be shown at this year's Summit of the Americas, where Hawaiian Host will be exhibiting with its distributor Otis McAllister (Booth number: 701).

The Founder's Collection pays tribute to the founder and creator of the original chocolate-covered macadamias, Mamoru Takitani.

The new packaging was created to capture the premium quality and authenticity of Hawaiian Host products, delivering the same taste, with a fresh look.

It features gold foil, ingredient and product photography, as well as a unique nut meter. All these elements aim to elevate the premium look and giftability.

Hawaiian Host Mamoru Takitani Founder's Collection is available in the US and globally.

The travel retail range comprises: Founder's Collection Milk Chocolate 8oz Gift Box (available

February 2019); Founder's Collection Dark Chocolate 7oz Gift Box (available February 2019); Founder's Collection Honey Coated Milk Chocolate 7oz Gift Box (available April 2019); and Founder's Collection Matcha Chocolate 3.5oz Gift Box (available April 2019).

"At Hawaiian Host, we're committed to celebrating our rich Hawaiian heritage with products and packaging that delight and inspire," said Helen Liew, Vice President of Marketing at Hawaiian Host Inc.

"The Founder's Collection 8oz milk chocolate-covered macadamias are a staple of the Hawaiian Host brand; it's everyone's original favorite, now with a new look."

Liew continued: "We are proud to shine the spotlight on our founder, Mr Takitani, and his dream to create an original confection unlike anything else, in our new line. A trusted and universally loved gift since 1927, we're confident our customers will love Hawaiian Host's new Founder's Collection of Chocolate Covered Macadamias."