

New Hawaiian Host launches land in Singapore



Hawaiian Host's Mamoru Takitani Founder's Collection has seen "phenomenal" success in the Asia Pacific domestic market

This year's TFWA Asia Pacific Exhibition sees macadamia nut confectionery supplier Hawaiian Host Inc return with new products suited for the region (Stand number: E28).

Newly launching into travel retail is the Mamoru Takitani Founder's Collection, which has already seen phenomenal success in the Asia Pacific domestic market, according to the firm.

The Founder's Collection pays tribute to the founder and creator of the original chocolate-covered macadamias, Mamoru Takitani. It is made with premium macadamias and is ideal for gift giving and sharing with friends.

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

The Founder's Collection will be available in Asia Pacific travel retail locations starting in August this year, supported by high-profile promotions in major airports as well as gwps.

The Founder's Collection includes: Founder's Collection Milk Chocolate 8oz. Gift Box; Founder's Collection Dark Chocolate 7oz. Gift Box; Founder's Collection White Chocolate 7oz. Gift Box; Founder's Collection Honey Coated Milk Chocolate 7oz. Gift Box; and Founder's Collection Matcha Chocolate 3.5oz. Gift Box.

Hawaiian Host will also be launching premium packaging for destination-specific gift boxes in the Asia Pacific travel retail market.

“We are thrilled to be launching the Founder’s Collection into Asia Pacific travel retail – the positive reception in the domestic market gives us great hope that they will be just as successful in travel retail,” said Sherman Ling, Regional Sales Manager Asia.

“We are also excited to unveil the destination gift boxes – originally a concept launched in the Americas to a great reception. With its high giftability factor, it only makes sense to do the same in Asia.”