



FOR IMMEDIATE RELEASE

## MADE IN HAWAII FESTIVAL CELEBRATES 30 YEARS WITH RECORD-BREAKING SALES AND ATTENDANCE

Honolulu, HI (August 30, 2024) – The Hawaiian Airlines Presents Made In Hawai'i Festival has shattered records in its 30th year, with approximately 70,000 attendees and over 700 vendor booths, making this year's event the largest in its history. The festival generated approximately \$10 million in sales, directly fueling the local economy and solidifying its role as the premier event for Hawai'i's small businesses.

### Economic Significance for Local Businesses

The impact of the Made In Hawai'i Festival goes far beyond just showcasing local products. The event is a lifeline for hundreds of small businesses, providing them with the opportunity to become profitable and sustain operations year-round. This year's festival generated approximately \$10 million in sales, which directly supports thousands of local families by ensuring that these businesses can continue to thrive.

"The Made In Hawai'i Festival has become more than just a celebration of local products; it serves as a critical business incubator for many small businesses across our islands," said Lauren Zirbel, President & Executive Director of HFIA. "The exposure to retail buyers at this event allows our vendors to secure sustainable, year-round operations, while the size and scale of the festival generate significant revenue—enough for many vendors to reinvest in and grow their businesses. This festival is not only a showcase of Hawai'i's creativity and craftsmanship but also a vital platform for economic empowerment and long-term business success."

"What started as one Legislator's dream has evolved into a truly magnificent event, all to support the backbone of our local economy: Hawai'i's small businesses. All of us at



CPB could not be happier for the organizers, participants, and the community in general. Sometimes you need a symbol of why small business is important in Hawai'i. The Festival is that symbol," said Brandt Farias, Executive Vice President and Chief Marketing Officer at Central Pacific Bank.

#### HFIA: A Pillar of Hawai'i's Food Industry

HFIA has been the driving force behind the Made In Hawai'i Festival for three decades. As the leading voice of Hawai'i's food industry, HFIA represents over 200 member companies, advocating for a strong, sustainable, and resilient food system in Hawai'i. The association's work includes championing permanent funding for DA BUX, a program that doubles the purchasing power of SNAP beneficiaries when they buy local produce, boosting both local agriculture and family nutrition. HFIA also played a pivotal role in expanding the Summer EBT program, which provides additional food benefits to children during the summer months when school meals are unavailable, ensuring that no child goes hungry. Moreover, HFIA's efforts to incorporate neighbor island data into Hawai'i's SNAP allotment calculations led to a substantial increase in funding, providing much-needed support to families across the state.

#### Supporting the Hawai'i Foodbank

In addition to its economic impact, the Made In Hawai'i Festival remains committed to supporting those in need. This year, ticket purchasers helped raise nearly \$7,500 for the Hawai'i Foodbank. Recognizing the importance of this cause, HFIA and festival officials decided to match the donations, bringing the total contribution to \$15,000. This donation comes at a critical time, as nearly 30% of Hawai'i households continue to experience food insecurity.

"The success of this year's festival reflects the incredible spirit and resilience of our community," added Zirbel. "By matching the donations raised, we're honored to support the Hawai'i Foodbank's mission to help feed those in need across our islands. This



collaboration not only uplifts our local businesses and entrepreneurs but also strengthens the very fabric of our community by ensuring that no one goes hungry.”

Amy Miller, President & CEO of the Hawai'i Foodbank, expressed her gratitude: “We are incredibly grateful to the Made in Hawai'i Festival and HFIA for their partnership. With 30% of Hawai'i households experiencing food insecurity, this donation will provide over 32,000 meals to our community, helping us continue to serve those in need.”

#### A Look Ahead

The Made In Hawai'i Festival extends its deepest gratitude to its 2024 sponsors: Hawaiian Airlines, Central Pacific Bank, Mahi Pono, and the Hawai'i Technology Development Corporation (HTDC). Your commitment to celebrating and promoting local artisans, businesses, and culture plays a pivotal role in making this event a success year after year. We truly appreciate your partnership and the shared vision of showcasing the best that Hawai'i has to offer.

Mark your calendars for next year's event: The 31st Annual Made In Hawai'i Festival will take place August 15-17, 2025, at the Hawai'i Convention Center. Join us as we continue to celebrate local innovation, creativity, and entrepreneurship.

#### About the Hawai'i Food Industry Association

The Hawai'i Food Industry Association (HFIA) has been the leading voice of Hawai'i's food industry for over 50 years, championing critical initiatives that strengthen the state's food security and support local communities. HFIA successfully secured permanent funding for DA BUX, a program that doubles the purchasing power of SNAP beneficiaries when they buy local produce, thereby boosting both local agriculture and family nutrition. The association also played a pivotal role in expanding the Summer EBT program, which provides additional food benefits to children during the summer months when school meals are unavailable, ensuring that no child goes hungry. Furthermore, HFIA's efforts to incorporate neighbor island data into Hawai'i's SNAP



allotment calculations led to a substantial increase in funding, providing much-needed support to families across the state. Through these initiatives and more, HFIA remains dedicated to building a strong, sustainable, and resilient food system in Hawai'i. Learn more at [www.hawaiifood.com](http://www.hawaiifood.com).

#### About the Made In Hawai'i Festival

Founded in 1995, the Made In Hawai'i Festival is the premier event for showcasing products made in Hawai'i. The festival supports local businesses by connecting them with customers and retail buyers, fostering economic growth and community pride. Visit [www.MadeinHawaiiFestival.com](http://www.MadeinHawaiiFestival.com) for more info.

#### About Hawaiian Airlines

Now in its 95th year of continuous service, Hawaiian is Hawai'i's largest and longest-serving airline. Hawaiian offers approximately 150 daily flights within the Hawaiian Islands, and nonstop flights between Hawai'i and 16 U.S. gateway cities – more than any other airline – as well as service connecting Honolulu and American Samoa, Australia, Cook Islands, Japan, New Zealand, South Korea and Tahiti.

Consumer surveys by Condé Nast Traveler and TripAdvisor have placed Hawaiian among the top of all domestic airlines serving Hawai'i. The carrier was named Hawai'i's best employer by Forbes in 2022 and has topped Travel + Leisure's World's Best list as the No. 1 U.S. airline for the past two years. Hawaiian has also led all U.S. carriers in on-time performance for 18 consecutive years (2004-2021) as reported by the U.S. Department of Transportation.

The airline is committed to connecting people with aloha by offering complimentary meals for all guests on transpacific routes and the convenience of no change fees on Main Cabin and Premium Cabin seats. HawaiianMiles members also enjoy flexibility with miles that never expire. As Hawai'i's hometown airline, Hawaiian encourages guests to Travel Pono and experience the islands safely and respectfully.



Hawaiian Airlines, Inc. is a subsidiary of Hawaiian Holdings, Inc. (NASDAQ: HA). Additional information is available at [HawaiianAirlines.com](http://HawaiianAirlines.com). Follow Hawaiian's Twitter updates (@HawaiianAir), become a fan on Facebook (Hawaiian Airlines), and follow us on Instagram ([hawaiianairlines](https://www.instagram.com/hawaiianairlines)). For career postings and updates, follow Hawaiian's LinkedIn page.

#### About Central Pacific Bank

The Made in Hawaii Festival supports our local small businesses and entrepreneurs, not just survive, but thrive. Likewise, CPB has a 70-year legacy of helping all of Hawaii's people and believes the greater diversity in the economy, the greater it is for the community as a whole. In fact, no other Hawaii bank does more to help small businesses than Central Pacific Bank. That's why CPB is pleased to be the "Official Bank of the Made in Hawaii Festival," providing financial resources for businesses to participate in the Festival. But its support of small business does not stop there. CPB founded the groundbreaking WE by Rising Tide program for women business owners providing the knowledge, networking, and resources they need to take their operations to new heights. During the pandemic, CPB made more PPP loans to businesses than all other local banks. CPB is proud to have been recognized by the U.S. Small Business Association Hawaii District Office with the most awards and honors for making more loans to small businesses than all the other local banks combined. In addition, CPB was named to the 2024 list of America's Best Regional Banks and Credit Unions by Newsweek because of the trust we inspire and our exceptional customer service. These are just a few of the reasons why CPB is where people like banking. Mahalo to the Made in Hawaii Festival organizers for creating an event that truly showcases the creative talents and exquisite craftsmanship that is unique to our islands and the aloha spirit. Visit [www.cpb.bank](http://www.cpb.bank)

#### About Mahi Pono

Mahi Pono is a local Maui farming company that owns and operates approximately 41,000 acres of agricultural land in Central Maui. It was created in 2018 in a joint



venture between Pomona Farming LLC, a California-based agricultural group, and the Public Sector Pension Investment Board (PSP Investments), one of Canada's largest pension investment managers. Mahi Pono is committed to practicing sustainable agriculture, to growing food for local consumption, to the responsible use of natural resources, and to providing high quality agricultural employment. For more information, visit [www.MahiPono.com](http://www.MahiPono.com).

#### About HTDC

Attached to the Department of Business, Economic Development and Tourism, the Hawai'i Technology Development Corporation (HTDC) is a dynamic state agency responsible for diversifying Hawai'i's economy and developing a flourishing technology industry. For more information, visit [www.HTDC.org](http://www.HTDC.org).

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*Join us in building our VISION of a strong, sustainable and resilient food industry in Hawai'i! Become a member today at:*  
[www.hawaiiifood.com](http://www.hawaiiifood.com)