



FOR IMMEDIATE RELEASE

June 15, 2025

Hawaiian Airlines Presents the 31st Annual Made in Hawaii Festival

The Made-in-Hawai'i Experience Returns in Two Months!

HONOLULU - HI – Hawaiian Airlines and the Made in Hawai'i Festival together bring you the state's most-loved showcase of made in Hawai'i products. This dynamic partnership promises a festival experience like never before, with one-of-a-kind shopping, entertainment, fashion, culture and community.

“The Made in Hawai'i Festival is more than a celebration—it's a powerful economic engine for our local businesses and a vibrant expression of Hawai'i's creativity, resilience, and aloha spirit. With over 700 vendor booths and performances by numerous Nā Hōkū Hanohano award-winning musicians, this year's festival will be our most exciting yet. We're proud to partner with Hawaiian Airlines to elevate the experience while supporting and sustaining our local businesses and 'ohana.” said Lauren Zirbel, President, Hawai'i Food Industry Association

“At Hawaiian Airlines, we are honored to continue our support of the Made in Hawai'i Festival — a cherished celebration of our islands' creativity, craftsmanship, and community,” said Jennifer Gee, partnerships and experiential marketing senior manager at Hawaiian Airlines. “This partnership allows us to uplift local artisans and entrepreneurs while sharing the vibrant spirit of Hawai'i with attendees from near and far. We're proud to help showcase the incredible talent and innovation that make our home so special.”

Hawaiian Airlines presents the 31st Annual Made in Hawai'i Festival will showcase Hawai'i's creativity and cultural heritage, offering attendees an opportunity to explore an impressive array of made-in-Hawai'i products while enjoying live entertainment, chef demos, fashion shows, tastings and more. The highly anticipated three-day festival will be held once again at the Hawai'i Convention Center, Aug. 15-17, 2025.



The Made in Hawai'i Festival will feature hundreds of vendors showcasing thousands of products, spotlighting the state's most talented local artisans and entrepreneurs. The festival will offer an impressive showcase of Hawaiiana, clothing, food, unique gifts, exquisite jewelry, intricate arts and crafts, and much more reflecting the diversity and creativity of the islands.

Local celebrity chefs will present cooking demonstrations, providing insight into the art of Hawai'i's diverse cuisine. Adding to the festive ambiance, Nā Hōkū Hanohano award-winning musicians will take the stage to entertain attendees with traditional and contemporary music of the islands.

New This Year: Hawaiian Airlines presents the 31st Annual Made in Hawai'i Festival is proud to incorporate some enhancements to this year's event, following a record-breaking year in 2024.

1. The festival, which bolsters millions of dollars into the economy via Hawai'i small business revenue, is excited to partner with two worthy non-profits this year to assist with their mission of ending hunger in Hawai'i. Donations can be made to both the Hawaii Foodbank and The FoodBasket DA BUX, when ticket purchasers complete the donation transaction at checkout. Last year attendees raised over \$7,000 for charity and the HFIA opted to match those funds totaling \$15,000 for the Hawaii Foodbank.
2. We are proud to showcase makers from the Molokai Alliance of Native Artisans this year for the very first time. Molokai made artisans, crafters and small businesses from the Friendly Isle will converge at the festival in August bringing more diversity and impacting our reach statewide.
3. We are pleased to introduce a new line configuration allowing attendees a more seamless entry into the festival which will run along the Ala Wai Promenade on the Waikiki side of the Hawaii Convention Center, instead of weaving through the residential area of Atkinson Drive.
4. Our priority has always been to welcome our kupuna and allow them easy access to the festival. Once doors are open, anyone who needs assistance can always go straight to the main entrance for entry and we will always allow those with special needs advance access. In addition, we are happy to offer a brand new Kupuna Rest Station Sponsored by Humana, onsite for our guests at the Hawaii Convention Center to find respite for senior adults, persons with disabilities and caregivers seeking a resting spot.



5. Hawaiian Airlines will showcase its collaboration with Mana Up at this year's festival, featuring a special 95th anniversary collection created in partnership with 100% Hawai'i-based brands. The Hawaiian Airlines booth will spotlight these locally made products. Mana Up will also debut an exclusive Hawaiian Airlines collab available only at the Made in Hawai'i Festival.

Stay tuned as there are numerous other new items to take note of this year!

What: Hawaiian Airlines Presents the 31st Annual Made in Hawai'i Festival

When:

Aug. 15-17, 2025

Friday, Aug. 15| 8 a.m. – 10 a.m. Buyers Hours; 10 a.m. – 8 p.m. Public Hours

Saturday, Aug. 16| 9 a.m. – 8 p.m.

Sunday, Aug. 17| 9 a.m. – 5 p.m.

Where:

Hawai'i Convention Center

Exhibit Halls I, II & III

1801 Kalākaua Ave.

Honolulu, HI 96815

Tickets:

\$8 for all-day access to the festival. Ticket sales for the general public launch Aug. 1, 2025, at <https://madeinhawaiifestival.com/> If you'd like high resolution images or b-roll please contact: Media Contact: Olena Heu pr@madeinhawaiifestival.com 808-368-2085



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About the Made in Hawai'i Festival

The Made in Hawai'i Festival is the state's most-loved festival, showcasing thousands of locally-made goods including art, clothing, jewelry, food and much more. Since its inception, MIHF has been produced by the Hawaii Food Industry Association.

Annual Made in Hawai'i Festival proudly supports the Hawai'i Food Industry Association whose vision is for a strong, sustainable and resilient food industry in Hawai'i.

Visit www.MadeinHawaiiFestival.com for more info.

About Alaska Air Group

Alaska Airlines, Hawaiian Airlines and Horizon Air are subsidiaries of Alaska Air Group, with McGee Air Services a subsidiary of Alaska Airlines. With hubs in Seattle, Honolulu, Portland, Anchorage, Los Angeles, San Diego and San Francisco, we deliver remarkable care as we fly our guests to more than 140 destinations throughout North America, Latin America, Asia and the Pacific. Alaska is a member of the oneworld Alliance with Hawaiian scheduled to join in 2026. With oneworld and our additional global partners, guests can earn and redeem miles for travel to over 1,000 worldwide destinations. Guests can book travel at alaskaair.com and hawaiianairlines.com. Learn more about what's happening at Alaska and Hawaiian. Alaska Air Group is traded on the New York Stock Exchange (NYSE) as "ALK."

About Central Pacific Bank

The Made in Hawai'i 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

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.

About the Department of Business, Economic Development and Tourism (DBEDT)

DBEDT is Hawaii's resource center for economic and statistical data, business development opportunities, energy and conservation information, and foreign trade advantages. DBEDT's mission is to achieve a Hawaii economy that embraces innovation and is globally competitive, dynamic and productive, providing opportunities for all Hawaii's citizens. Through its attached agencies, the department fosters planned community development, creates affordable workforce housing units in high-quality living environments, and promotes innovation-sector job growth.

About the Business Development and Support Division (BDSD)

The Business Development and Support Division of DBEDT promotes industry development and economic diversification by supporting existing and emerging industries in Hawaii, attracting new investment and businesses to the state, increasing exports of Hawaii-made products, and enhancing Hawaii's position in the international marketplace. Learn more at: <https://invest.hawaii.gov>.