

For Immediate Release

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**SPAM® Products and More at the Waikiki SPAM JAM® Festival!
The Ninth Annual Waikiki SPAM JAM® Festival is set for
Saturday, April 30, 2011 from 4 p.m. to 10 p.m. on Kalakaua Avenue
in Waikiki, Honolulu, HI.**

Are you a SPAM™ jammer? Do you like SPAM® products so much you'd consider trying them in just about *any* form? Well, consider SPAM® Fusion Fajitas, SPAM® Katsu, SPAM® Won Ton, SPAM® Pan Lau Lau, SPAM® Ravioli, SPAM® Tacos, SPAM® Poke ...

Creative and enhanced recipes such as those, prepared by some of Hawaii's most innovative chefs, will be served up at this year's Waikiki SPAM JAM® Festival.

More SPAM® products are consumed per person in Hawaii than are consumed in any other state in the United States. Almost seven million cans of SPAM® products are eaten every year in Hawaii. That has proved to be cause for celebration. Each place in the world seems to have its signature food festival; the annual Waikiki SPAM JAM® Festival has become a cultural tradition, quickly becoming one of the most popular festivals in Hawaii. The 2011 event is expected to attract 20,000 attendees. Arts, crafts, food and activity booths will provide a street fair atmosphere while the public and Hawaii business collect SPAM® products and other food items for the Hawaii Foodbank.

Admission to the event is free and some of Hawaii's favorite entertainers will be featured on two stages. Kalakaua Avenue will be closed to vehicular traffic for the event, and a dozen restaurants will serve up luscious SPAM® dishes.

Here are the participating restaurants and some of their featured original SPAM® dishes:

Atlantis Seafood and Steak

SPAM® Mahi Carbonara; SPAM® Lau Lau

Aqua Cafe

SPAM® Bento, Ono SPAM® Mac and Cheese; SPAM® Loaded Potato Skins

Blue Water Shrimp

Garlic Shrimp and SPAM® Skewers, SPAM® Sandwich

Cheeseburger Beach Walk

SPAM® Babies with Sweet Pineapple BBQ Sauce

Doraku Sushi

Grilled SPAM® Musubi, SPAM® Poke w/ Taro Chips

Duke's/Hula Grill

SPAM® Fried Rice, SPAM® Loco Moco, SPAM® Katsu

Gordon Biersch

Southwest SPAM® Quesadillas, Garlic SPAM® and Shrimp Pasta; Philly Cheesesteak SPAM® wick, Asian SPAM® Crunch Salad, Island Spicy SPAM® Wrap, Chinatown SPAM® Won Ton

Jimmy Buffet's

SPAM® Volcano Nachos, SPAM® Chili & Rice, SPAM®-aroni Swaddlers

Okonomiyaki Chibo Restaurant

SPAM® Okonomiyaki (Japanese Pancake), SPAM® Yakisoba (Fried Noodle)

Ono Pops

SPAM®icles, Lightly Sweet Dashi with SPAM®

P.F. Chang's

SPAM® Lo Mein, SPAM® Lettuce Wraps

Seafood Village

SPAM® Siu Mai, SPAM® Manapua; SPAM JAM® Plate, SPAM® Spring Roll

Booths will have been set up by volunteers to help collect donations of SPAM® product for the Hawaii Food Bank.

The Hawaii Foodbank is the only nonprofit 501(c)(3) agency in the state of Hawaii that collects, warehouses, and distributes mass quantities of both perishable and non-perishable food to 250 member agencies as well as food banks on the Big Island, Maui, and Kauai. The Hawaii Foodbank forms a vital link between the food donors and its member agencies by providing services in collecting, sorting, salvaging, and distributing food. The Hawaii Foodbank also supports its member agencies through financial and educational assistance. Last year, the Waikiki SPAM JAM® Festival garnered 6,849 pounds of SPAM® products for the Hawaii Foodbank. Since 2004, it has donated more than 10,000 pounds of SPAM® products to the Hawaii Foodbank.

Sponsors of the 9th Annual Waikiki SPAM JAM® Festival include the following: Outrigger Waikiki on the Beach, Waikiki Beachwalk, This Week Magazines, Hawaii Tourism Authority, International Marketplace, First Hawaiian Bank and Hormel Foods.

A special thanks to our stage sponsors:

Outrigger Enterprises, Inc., is the largest locally-owned lodging company in Hawaii and one of the fastest growing lodging companies in the Pacific with OHANA Hotels & Resorts and Outrigger Hotels & Resorts. Under both brands, Outrigger Enterprises operates 51 hotels and resorts, representing more than 12,000 hotel rooms and condominium units in Hawaii, Australia, Micronesia, Fiji, Tahiti and New Zealand.

First Hawaiian Bank (www.fhb.com) with \$13.7 billion in assets, was founded in 1858 and is Hawaii's oldest and largest bank. It has 58 branches in Hawaii, three on Guam and two on Saipan. ###

