

What's New in Hawai'i's Cuisine Travel Market

'Āpana (Niche) Media Newsletter Spring 2005

ROSELANI TROPICS ICE CREAM

It all started in 1932 at the Maui Soda & Ice Works plant in Wailuku, where Manuel Nobriga began experimenting with island flavors and perfected the process of making ice cream using milk and sweet butter. And with that, the family-owned frozen dessert business known today as Roselani Tropics Ice Cream was born. For three generations, Roselani Tropics Ice Cream has been Maui's only ice cream made from scratch.

The name "Roselani" is an Americanization of *Lokelani*, which means "heavenly rose" in Hawaiian. The *lokelani* is a pink cabbage rose, the official flower of Maui, and proudly featured on Roselani Ice Cream cartons. Led by third-generation ice cream maker Cathy Nobriga Kim (Manuel Nobriga's granddaughter), Roselani Ice Cream is a favorite gourmet dessert of residents in the islands.

Roselani takes pride in making its own ice cream mix based on established taste standards that include homogenizing, age processing, and flavoring – all while maintaining top industry standards. Using the old-fashioned method of batch pasteurization, the defining characteristic of Roselani Ice Cream is a sweet, slightly caramel flavor with a light "fluffy" texture. Many of Manuel Nobriga's original recipes – most notably the best-selling Haupia (coconut pudding) – are still used to this day. Cathy Nobriga has also inherited her father and grandfather's creativity in mixing innovative new flavors, using her own small batch freezer in a corner of the plant.

Classic and tropical offerings include: Cappuccino Chip, Chocolate, Caramel Crème, Cookies & Cream, Fresh Brewed Coffee, Mint Chip, Rocky Road, Vanilla, Chocolate Macadamia Nut, Coconut Pineapple, Haupia, Kona Mud Pie, Lū'au Fudge Pie, Macadamia Nut, Mango 'n Cream, Banana Mac Crunch, Poha Berry (gooseberry), Maui Pineapple, and Pauwela Sunrise (Pauwela is a location on Maui).

Roselani Ice Cream sells for about \$6.50 a half-gallon, and customers can choose from up to 40 flavors. In addition to scooping parlors throughout the state, Roselani Ice Cream is available in markets big and small, from independent neighborhood mom-and-pop stores to large national supermarket chains.

Here are a few restaurants and hotels that feature Roselani Ice Cream on their menus:

O'ahu:	Cheeseburger in Paradise, Hard Rock Café, Tony Roma's
Moloka'i:	Hawai'i Coffee Company, Lodge at Moloka'i Ranch
Maui:	Fairmont Kea Lani, Four Seasons Resort Maui at Wailea, Grand Wailea Resort Hotel & Spa, Ruth's Chris Steak House, Sheraton Maui, Hotel Hāna-Maui, Maui Ocean Center
Hawai'i's Big Island:	Outback Steak House

For more information on Roselani Tropics Ice Cream, visit Roselani.com, or call 808-244-7951.

Here's what's new...

Chef McDonald Has A Farm E-I-E-I-O-('O)! (Maui) – Cool off in Kula, Maui at O'o Farm. Pacific'O and I'O would like to invite you to see where it all starts. The owners of these two cutting-edge, oceanfront Lahaina restaurants are the first in the state to own and operate a farm for the purpose of supplying their restaurants, using the island's precious agricultural land wisely. The eight-acre farm has orchards that cultivate citrus trees, tropical fruits, stone fruit, apples, and features an extensive vegetable garden. On Farm Tour #1, visitors arrive at O'o Farm and enjoy a hot apple cider with pastries, followed by a tour with a culinary specialist, handpicking items for a tasting sampler. On Farm Tour #2, in addition to the cider and tour, visitors handpick items for a one-of-a-kind lunch, with a choice of fresh fish or vegetarian fare. Tours are available Monday, Wednesday, and Friday at 10:30 a.m. (a minimum of 10 people are required for the tour). For more information, call Oo Farm at 808-667-4341.

Hanalei Colony Resort's Explore the Napali Coast (Kaua'i) – The north shore of Kaua'i offers a lush, tropical environment and a host of exciting activities for adventurers. The special Explore Napali Package includes five or seven nights accommodations in a two-bedroom Ocean View unit, a Wrangler Jeep for the duration of stay, a two-hour guided tour of tropical Limahuli Garden, a kayak for a day on the Hanalei River, an in-room or beachfront his and her massage, a guidebook on hiking Kaua'i's trails, and a special hiking gift. Prices vary for five and seven night packages per season. For more information, visit HCR.com or call 1-800-628-3004.

Kayak Kaua'i's Discovery Tour (Kaua'i) – Come explore Kaua'i's peaks and canyons, rivers and coastlines on a seven-day, six-night journey taking in sacred trails, hidden pools, blue lagoons, alabaster beaches and shimmering waterfalls that comprise the spectacular landscape of beautiful Kaua'i. Price is \$1,750 per person plus tax based on double occupancy and includes lodging at the Waimea Plantation Cottages or Pali Ke Kua at Princeville, travel to and from Lihu'e Airport, dining, and kayak adventure. Single occupancy private rooms are an additional 20 percent. For more information, visit KayakKauai.com/discovery.html.

The Lodge & Beach Village at Moloka'i Ranch's Adventure Package (Moloka'i) – Explore the many wonders of Moloka'i with The Lodge & Beach Village at Moloka'i Ranch's Adventure Package. For guests staying at The Beach Village, the Adventure Package includes three meals per day at the Kaupoa Dining Pavilion and a \$25 activity credit. Package rates start from \$168 per person per night in a standard tentalow; there is an additional 3 or 4 person charge of \$75 per person with the same inclusions. Rates are commissionable for travel agents and valid through December 24, 2005. For more information, visit MolokaiRanch.com or call 1-888-627-8082.

Kohala Sports Club & Spa's Malama Koukino (Hawai'i's Big Island) – The Hilton Waikoloa Village Kohala Sports Club & Spa presents *Malama Koukino*. The three-day spa and seminar weekend is slated for March 11-13, 2005. Award-winning speaker, trainer and author Carolyn Gross will conduct daily workshops in addition to daily group fitness/meditative walks, continental breakfast and daily spa treatments. *Malama Koukino* Spa Weekend workshop with four nights accommodations is \$1,455, excluding tax. For more information, visit KohalaSpa.com or call 808-886-2828.

SPECIAL NOTE TO MEDIA

Hawaiian Diacritical Markings:

The Hawai'i Visitors and Convention Bureau (HVCB) recognizes the use of diacritical markings (e.g. glottal stop [ʻ], macron [ā] in place names of Hawai'i such as Lānaʻi). However, HVCB respects the individual use of these markings for names of organizations and businesses.

If you are currently working on a Hawai'i feature for 2005 and are interested in travel assistance, please contact the following niche managers about these subjects:

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For information about Hawai'i – The Islands of Aloha – visit HVCB's website at GoHawaii.com or call 1-800-GOHAWAII.