



Aloha,

Mahalo for taking the time to experience what King's Hawaiian is all about. We're excited, as we hope you are, about the irresistible possibilities that exist as we create amazing food together. As has been the case in our family for over 70 years, we are committed to baking only the highest-quality breads with Aloha Spirit and working with great partners that share our passion to deliver irresistible sandwiches, sliders, burgers, and more.

We look forward to working together to share the taste of aloha with people everywhere.

Mahalo,

The Taira Family



THE TASTE OF

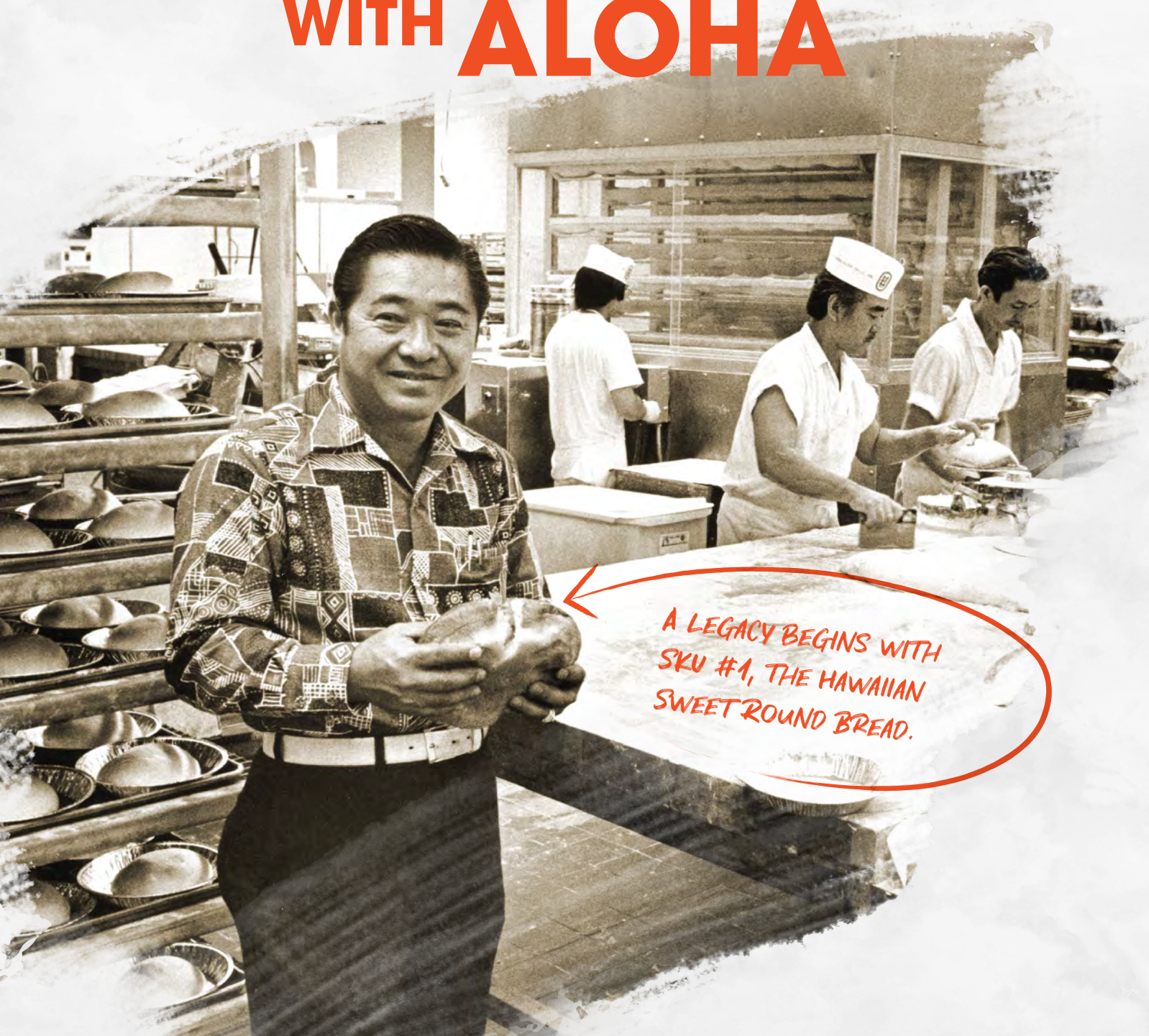


Aloha



CULINARY INSPIRATION
FOR RETAIL FOODSERVICE AND COMMISSARIES

70 years OF BAKING WITH ALOHA



A LEGACY BEGINS WITH SKU #1, THE HAWAIIAN SWEET ROUND BREAD.

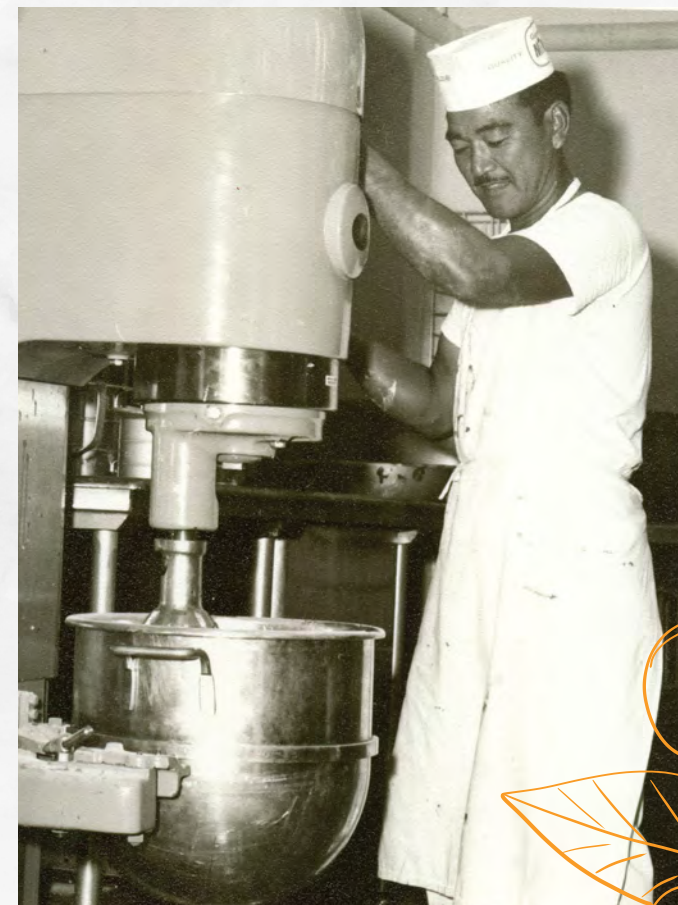


BAKING OUR WAY INTO HEARTS, AND ONTO PLATES, ACROSS THE MAINLAND.

THE ALOHA SPIRIT: OUR KEY INGREDIENT.



BREAD AND ALOHA ON THE RISE SINCE 1950.



Our family tale began in the 1950s in Hilo, Hawaii, at Robert's Bakery, where the first soft round loaves of the Original Hawaiian Sweet bread were made. And now, many loaves and decades later, the Aloha Spirit has carried our island favorites into the hearts, and onto the plates, of diners across the mainland.

In 2020, we marked our 70th anniversary of King's Hawaiian, representing a significant milestone for the company and the Taira family. As we continue to grow and serve our now-iconic breads to even more consumers, we remain inspired every day by our founder's hard work and his steadfast commitment to delivering irresistible products and expanding the King's Hawaiian 'ohana.



SAY

Aloha

TO

IRRESISTIBLE CREATIONS

— MADE BETTER WITH —

KING'S HAWAIIAN® BREAD

In several
retailers across
the country,
KING'S HAWAIIAN®
is the #1 Selling
Sandwich in
the case.

NEW CHANNELS ARE LEVERAGING THE

Irresistible

— TASTE OF —
KING'S HAWAIIAN® BREAD

COMMERCIAL FOODSERVICE



NON-COMMERCIAL FOODSERVICE



SPORTING EVENTS • HEALTHCARE • BUSINESS • INDUSTRY

RETAIL FOODSERVICE



RETAIL FOODSERVICE & COMMISSARIES



Categories

**COLD CASE
GRAB & GO**

**HOT CASE
GRAB & GO**

**TAKE
& BAKE**

**LUNCH & SNACK
SOLUTIONS**

ENTERTAINMENT

COLD CASE

Grab & Go

With KING'S HAWAIIAN®, you can offer your Customers a wide variety of irresistible offerings including classic cold-cuts, delicious deli-salad handhelds, heroes, hoagies and more!



TOP SELLING
SANDWICH VARIETY

4-PACK

Turkey & CHEESE

MADE BETTER WITH
KING'S HAWAIIAN® ROLLS

MAKE IT!

INGREDIENTS:

- 4 rolls KING'S HAWAIIAN® Rolls
- 4 oz. Turkey
- 1 oz. Cheese

- 1 Remove KING'S HAWAIIAN® Original Sweet Rolls from package.
- 2 Place turkey and cheese on bottom bun, place top bun and set into container.
- 3 Close container and place sticker on top.
- 4 Store in your cold case, under 40°.

KING'S HAWAIIAN®
sandwich stats -
average margin:
50-55%
@ \$5 Retail.

4-PACK Ham & CHEESE

MADE BETTER WITH
KING'S HAWAIIAN® ROLLS

MAKE IT!



INGREDIENTS:

- 4 rolls KING'S HAWAIIAN® Rolls
- 4 oz. Ham
- 1 oz. Cheese

- 1** Remove KING'S HAWAIIAN® Original Sweet Rolls from package.
- 2** Place ham and cheese on bottom bun, place top bun and set into container.
- 3** Close container and place sticker on top.
- 4** Store in your cold case, under 40°.



61% of Consumers said they would be more likely to purchase items with brand-name ingredients vs. unbranded ingredients.

53% of Consumers said they would pay at least 10% more for products made with KING'S HAWAIIAN® bread compared to products made with other bread.



4-PACK Chicken SALAD

MADE BETTER WITH
KING'S HAWAIIAN® ROLLS

PRO-HACK:
USE LEFT OVER ROTISSERIE
TO MAKE THIS 4-PACK

- INGREDIENTS:**
- 4 rolls KING'S HAWAIIAN® Rolls
 - 4 oz. Chicken Salad

MAKE IT!

- 1 Remove KING'S HAWAIIAN® Original Sweet Rolls from package.
- 2 Spoon chicken salad on bottom bun, place top bun and set into container.
- 3 Close container and place sticker on top.
- 4 Store in your cold case, under 40°.

TRADITIONAL

Club

MADE BETTER WITH A

KING'S HAWAIIAN® HOAGIE ROLL

MAKE IT!

INGREDIENTS:

- 1 roll **KING'S HAWAIIAN®
Hoagie Roll**
- 5 oz. Sliced Deli Meats
- 2 strips Bacon
- 3 slices Tomato
- 1 cup Lettuce
- 1 oz. Cheese (2 slices)

- 1** Remove KING'S HAWAIIAN® Hoagie Roll from package.
- 2** On bottom bun, carefully place lettuce.
- 3** Layer the tomatoes on the lettuce.
- 4** Stack sliced deli meats and bacon on top of lettuce.
- 5** Place cheese on top of deli meats.
- 6** Carefully place top bun, lift and set into container.
- 7** Close container and place sticker on top.
- 8** Store in your cold case, under 40°.



In several
retailers across
the country,
KING'S HAWAIIAN®
is the #1 selling
sandwich in
the cold case.

Source - Loyalty data for leading US retailer:
Stores w/ stickers vs Stores w/out stickers



CLASSIC

Italian

MADE BETTER WITH A

KING'S HAWAIIAN® HOAGIE ROLL

MAKE IT!



INGREDIENTS:

- 1 roll **KING'S HAWAIIAN® Hoagie Roll**
- 5 oz. Sliced Deli Meats (salami and pepperoni)
- 4 slices Tomato
- 1 cup Lettuce
- 1 oz. Cheese (2 slices)
- 2 tbsps Deli Dressing
- ¼ cup Sliced Red Onions
- ¼ cup Peppers

- 1** Remove KING'S HAWAIIAN® Hoagie Roll from package.
- 2** On bottom bun, carefully place lettuce.
- 3** Layer the tomatoes, peppers and onion on the lettuce.
- 4** Stack sliced deli meats on top of lettuce.
- 5** Place cheese on top of deli meats.
- 6** Carefully place top bun and lift and set into container.
- 7** Close container and place sticker on top.
- 8** Store in your cold case, under 40°.

KING'S HAWAIIAN®
Consumers are actively seeking new recipes and inspiration.

CLASSIC

Roast Beef

WITH CHEDDAR

MADE BETTER WITH

**KING'S HAWAIIAN®
SLICED BREAD**

MAKE IT!

- 1 Remove KING'S HAWAIIAN® Sliced Bread from package.
- 2 Stack roast beef, and cheese on one slice. Top with a second slice.
- 3 Close sandwich and cut in half. Place sandwich into container.
- 4 Close container and place sticker on top.
- 5 Store in your cold case, under 40°.

INGREDIENTS:

- 2 slices **KING'S HAWAIIAN®
Original Sweet Sliced Bread**
- 4 oz. Roast Beef
- 1 oz. Cheese (2 slices)

IRRESISTIBLE CREATIONS
Made with KING'S HAWAIIAN® Bread

Today's
shoppers want
it all - Brands
they know
and trust.

Source - Technomic's Brand Equity and Impact:
Understanding the value of brand at foodservice
Study (completed 12/20/19)

More than
75% of
Consumers are
aware of the
KING'S HAWAIIAN®
brand.

CLASSIC

Turkey & CHEESE

MADE BETTER WITH

KING'S HAWAIIAN®
SLICED BREAD

MAKE IT!



INGREDIENTS:

- 2 slices **KING'S HAWAIIAN®**
Honey Wheat Sliced Bread
- 4 oz. Turkey
- 1 oz. Cheese (2 slices)

- 1** Remove KING'S HAWAIIAN® Honey Wheat Sliced Bread from package.
- 2** Stack turkey, and cheese on one slice. Top with a second slice.
- 3** Close container and place sticker on top.
- 4** Store in your cold case, under 40°.

HOT CASE

Grab & Go

KING'S HAWAIIAN® turns ordinary hot case offerings into irresistible breakfast, lunch and dinner your shoppers will return for.





GRILLED OR FRIED

Chicken

SANDWICHES

MADE BETTER WITH A

KING'S HAWAIIAN® HAMBURGER BUN

AND GRILLO'S® PICKLES

KING'S HAWAIIAN®
over indexes on
attributes such as
'great taste', 'tastes
fresh', 'high quality',
'brand I trust', and
'hard to resist'.

INGREDIENTS:

- 1 bun **KING'S HAWAIIAN®**
Hamburger Bun
- 4 oz. Chicken Patty
- 3-4 slices **GRILLO'S®** pickles

MAKE IT!

- 1 Remove KING'S HAWAIIAN® Hamburger Bun from package.
- 2 Place chicken patty on bottom bun.
- 3 Carefully stack GRILLO'S® pickle slices.
- 4 Place top bun and set onto heat resistant foil paper.
- 5 Wrap chicken sandwich and set on warmer.

IRRESISTIBLE



Breakfast

SANDWICHES

MADE BETTER WITH A

KING'S HAWAIIAN® HAMBURGER BUN



MAKE IT!



INGREDIENTS:

1 bun **KING'S HAWAIIAN®
Hamburger Bun**

1 Breakfast Protein of choice

1 Egg

1 oz. Cheese

1 Remove KING'S HAWAIIAN® Hamburger Bun from package.

2 Stack Breakfast Protein, Egg and Cheese on bottom half of bun.

3 Add top half of bun.

4 Wrap in foil and set on warmer.



TAKE &

Bake

KING'S HAWAIIAN® Original Hawaiian Sweet Rolls make the perfect 'Take & Bake' offering for your Customers.





FOR THAT EXTRA CRUNCH, USE GRILLO'S PICKLES

TAKE & BAKE Cubano Take & Bake

MADE BETTER WITH
KING'S HAWAIIAN® ROLLS

AND GRILLO'S PICKLES

MAKE IT!

INGREDIENTS:

- 1 12-pack KING'S HAWAIIAN® Original Sweet Rolls
- 3 oz. Yellow Mustard
- 4 oz. Black Forest Ham
- 6 oz. Shredded Pork
- 3 oz. Swiss Cheese
- 3 oz. GRILLO'S® Classic Dill Pickle Chips
- 2 oz. Garlic Butter sauce

- 1 Remove KING'S HAWAIIAN® Original 12-pack Rolls from package. Slice 12-pack in half.
- 2 On bottom half of KING'S HAWAIIAN® 12-pack Rolls, add half of the mustard from recipe.
- 3 Shingle Black Forest Ham on to mustard.
- 4 Place shredded pork on Black Forest Ham evenly.
- 5 Shingle slice Swiss Cheese on shredded pork.
- 6 Place sliced GRILLO'S® pickles evenly on Swiss Cheese.
- 7 Place top half on sandwich and place into foil pan. Spoon on garlic butter sauce.
- 8 Place foil pan lid on and place sticker.
- 9 Keep refrigerated under 40°.

48% of Millennials are more likely to try a new/unique item if it's made by a familiar brand.

Ham & CHEESE

TAKE & BAKE

MADE BETTER WITH
KING'S HAWAIIAN® ROLLS



MAKE IT!

INGREDIENTS:

- 1 12-pack KING'S HAWAIIAN® Original Sweet Rolls
- 4 oz. Black Forest Ham
- 3 oz. Swiss Cheese
- 2 oz. Garlic Butter sauce

- 1 Remove KING'S HAWAIIAN® Original 12-pack Rolls from package. Slice 12-pack in half.
- 2 On bottom half of KING'S HAWAIIAN® 12-pack Rolls shingle Black Forest Ham and Swiss Cheese.
- 3 Place sandwich into foil baking container.
- 4 Spoon on garlic butter topping.
- 5 Place foil pan lid on and place sticker.
- 6 Keep refrigerated under 40°.

BLACK FOREST HAM,
SWISS CHEESE WITH
GARLIC BUTTER!

Baked
Ham &
Cheese
Sliders is the
#1 online
recipe.

LUNCH & SNACK



Solutions

Kid lunch and snack solutions are solved with KING'S HAWAIIAN®
Sandwich Items: Original and Honey Wheat Sliced Bread, Mini Sub
and Dinner Rolls





CLASSIC TURKEY AND CHEESE ON A KING'S HAWAIIAN® MINI SUB ROLL WITH A DRINK-TO-GO!

Average sandwich sales with KING'S HAWAIIAN® branding is 11 units/Store/Wk.

CLASSIC

Turkey

& CHEESE LUNCHBOX

MADE BETTER WITH A KING'S HAWAIIAN® MINI SUB ROLL

INGREDIENTS:

- 1 12-pack KING'S HAWAIIAN® Mini Sub Roll
- 5 oz. Turkey
- 1 oz. Cheese (2 slices)

MAKE IT!

- 1 Remove KING'S HAWAIIAN® Mini Sub Roll from package.
- 2 On bottom bun, carefully place sliced turkey.
- 3 Place cheese on top of sliced turkey.
- 4 Carefully place top bun and lift and set into container.
- 5 Close lid and place sticker on top of closed container.
- 6 Store in refrigerator under 40°.

Source - Loyalty data for leading US retailer: Stores w/ stickers vs Stores w/out stickers.

TRADITIONAL

Ham

& CHEESE LUNCHBOX

MADE BETTER WITH A

KING'S HAWAIIAN® MINI SUB ROLL



MAKE IT!



INGREDIENTS:

- 1 12-pack KING'S HAWAIIAN® Mini Sub Roll
- 5 oz. Ham
- 1 oz. Cheese (2 slices)

- 1 Remove KING'S HAWAIIAN® Mini Sub Roll from package.
- 2 On bottom bun, carefully place sliced ham.
- 3 Place cheese on top of sliced turkey.
- 4 Carefully place top bun and lift and set into container.
- 5 Close lid and place sticker on top of closed container.
- 6 Store in refrigerator under 40°.

85% of Consumers who have kids in the house say that their kids enjoy eating KING'S HAWAIIAN®.



SNACK PACK WITH

Cheese

GRAPES & NUTS

MADE BETTER WITH A
KING'S HAWAIIAN® ROLL

**Fresh, delicious
and above all
convenient.**

INGREDIENTS:

- 1 roll **KING'S HAWAIIAN® Original Sweet Roll**
- 1 pack Mixed Nuts
- 1 pack Cheddar Cheese cubes
- 1 pack Red or Green Grapes

MAKE IT!

- 1** Remove KING'S HAWAIIAN® Original Sweet Roll from package.
- 2** Add pack of mixed nuts, 1 single-serving pack of cheese cubes, and red grapes to container.
- 3** Close lid and place sticker on top of closed container.
- 4** Store in refrigerator under 40°.

ENTERTAINING



Solutions

KING'S HAWAIIAN® Round Bread and convenient, pre-sliced 24-pack Dinner Rolls, provide your Customers a sweet and unique entertaining meal solution.



SPINACH & ARTICHOKE

Dip

MADE BETTER WITH

KING'S HAWAIIAN® ROUND BREAD

MAKE IT!
✓

INGREDIENTS:

- 1 package **KING'S HAWAIIAN® Round Bread**
- 1 Spinach or Artichoke dip

- 1** Remove KING'S HAWAIIAN® Round Bread from packaging.
- 2** Carefully cut a circle the same size as spinach or artichoke dip container and then cut circle piece into fourths.
- 3** Place spinach dip into center of round bread and then place into plastic container.
- 4** Place the cut four pieces into each corner of tray (open spaces).
- 5** Place the sticker on the lid and close the container.
- 6** Keep refrigerated under 40°.



The
KING'S HAWAIIAN®
brand name
sells.

Source - Loyalty data for leading US retailer: Stores w/ stickers vs Stores w/out stickers.

EASY AND CONVENIENT
FOR PARTIES AND GATHERINGS



24-PACK



Party

TRAY

MADE BETTER WITH
KING'S HAWAIIAN ROLLS®

MAKE IT!



INGREDIENTS:

- 1 package **KING'S HAWAIIAN® 24-pack Original Sweet Rolls**
- 1 Macaroni Salad cup
- 6 oz. Deli Meat
- 3 oz. Cheddar Cheese
- 4 Napkins
- 4 Spoons

- 1** Carefully cut KING'S HAWAIIAN® Original 24-pack Rolls in half and place bottom on cutting board.
- 2** Evenly place deli meat to cover bottom buns.
- 3** Shingle cheddar cheese on deli meat and place top bun on cheese.
- 4** Carefully cut sliders following the forms of the rolls.
- 5** Place cut sliders into bottom of tray.
- 6** In the open space on tray, place napkins, spoons and macaroni salad.
- 7** Close container and place sticker on top.
- 8** Store in refrigerator under 40°.



EST. 1950
KING'S HAWAIIAN
HILO, HAWAII

KING'S HAWAIIAN ISLAND

SNACKING

SNACKING

GRAB N GO

GRAB N GO

TAKE N BAKE

TAKE N BAKE

PARTY TRAYS

PARTY TRAYS

Grab a taste of
PARADISE.

Grab a taste of
PARADISE.

Grab a taste of
PARADISE.

RETAILER



Support

FULL RETAIL Support

WITH BRANDED POINT-OF-SALE ELEMENTS

DON'T MISS OUT!

Pop-up banner



Easels



Deli Paper



Prep Sheet Build Out



FPO



Danglers



"MADE with KING'S HAWAIIAN®" Stickers



OUR Irresistible PRODUCTS

KING'S HAWAIIAN® Original Sweet Hot Dog Buns

Side-sliced design for traditional hot dogs; soft, fluffy texture with just a touch of sweetness that holds up well to all hog dog builds.



SKU 073435000129

KING'S HAWAIIAN® Original Sweet Hamburger Buns

Pre-sliced and ideally sized for the signature burgers and all the toppings; original recipe with a soft, fluffy texture.



SKU 073435060505

KING'S HAWAIIAN® Original Slider Buns

Pre-sliced with no hinge for the perfect horizontal cut; soft and slightly sweet; retains shape and structure when toasted to support any build or filling.



SKU 073435060805

KING'S HAWAIIAN® Original Sliced Bread

Soft and irresistible; classic sliced loaf with our signature flavor; perfect for sandwiches, handhelds, and breakfasts.



ORIGINAL - SKU 073435000280
HONEY WHEAT - SKU 073435000297

4-Pack KING'S HAWAIIAN® Original Rolls

Irresistibly soft and lightly sweet, our beloved original rolls are available in convenient 4-packs.



ORIGINAL - SKU 073435000266
SAVORY BUTTER - SKU 073435000273

12-Pack KING'S HAWAIIAN® Original Rolls

Irresistibly soft and lightly sweet, our beloved original rolls are available in convenient 12-packs.



ORIGINAL - SKU 073435000044
HONEY WHEAT - 073435000051
SAVORY BUTTER - SKU 073435000217

KING'S HAWAIIAN® Original Sweet Mini Sub Rolls

Soft and fluffy mini sub rolls made with the original KING'S HAWAIIAN® recipe; ideal for sandwiches and melts.



SKU 0734350003045

KING'S HAWAIIAN® Original Hoagie Rolls

Pre-sliced with hinge intact for hoagie and sub-style sandwiches; soft and slightly sweet; retains even more structure when toasted through.



SKU 073435000358

KING'S HAWAIIAN® Round Bread

Soft, fluffy and ideal for bread bowls and other entertainment type dishes.



SKU 073435000013

18-Pack KING'S HAWAIIAN® Original Rolls

Irresistibly soft and lightly sweet, our beloved original rolls are available in convenient 18-packs.



SKU 073435070184

24-Pack KING'S HAWAIIAN® Original Rolls

Whole, spongy-soft rolls that easily pull apart for desired portioning and service.



ORIGINAL - SKU 073435002307
SAVORY BUTTER - SKU 073435002338

24-Pack KING'S HAWAIIAN® Original Rolls Pre-Sliced

Original Sweet Rolls, now available pre-sliced for convenience.



SKU 073435070276

“

I wish these products were
in my life years ago.

I have always been a potato bun guy. Then I worked with these products. The flavor and caramelization, the softness and structure that can be achieved, is unmatched. I'm now a KING'S HAWAIIAN® guy through and through.

- Chef John Franke, Franke Culinary Consulting