

DATE March 22, 2016 RELEASE NUMBER 13/16

## 14<sup>th</sup> annual Waikiki SPAM JAM<sup>®</sup> Festival, presented by Outrigger Hotels and Resorts, serves up flavor, food and family fun

*15 food vendors, two entertainment stages and local retailers join Waikiki's most popular street festival on April 30, 2016*



**WAIKIKI, HONOLULU, HAWAII** – Thousands of people will gather along Kalakaua Avenue for a unique street festival that celebrates Hawaii's love of the iconic SPAM<sup>®</sup> brand. More than 25,000 festivalgoers are expected to attend the 14<sup>th</sup> Annual Waikiki SPAM JAM<sup>®</sup> Festival, which is presented by Outrigger Hotels and Resorts, to enjoy specialty dishes prepared by some of Hawaii's favorite local restaurants, SPAM<sup>®</sup> merchandise, island crafts and more on Saturday, April 30, from 4 - 10 p.m.

As the presenting sponsor of the 14<sup>th</sup> Annual Waikiki SPAM JAM<sup>®</sup> Festival, Outrigger Resorts and OHANA Hotels in Waikiki will be offering guests checking in for the weekend a free one-category upgrade, based on availability, with the donation of a can of SPAM<sup>®</sup> product, which is then donated to the Hawaii Foodbank. For reservations, visit [www.outrigger.com](http://www.outrigger.com), or call 1-800-688-7444 and ask for the best available rate. This offer is subject to change and availability. Some restrictions apply.

"The Waikiki SPAM JAM<sup>®</sup> Festival is a wonderful celebration of a local staple that is intertwined with Hawaii's history and culture," said Barbara Campbell, Waikiki SPAM JAM<sup>®</sup> Festival co-founder and vice president of retail leasing and development at Outrigger Enterprises Group. "Food has a way of bringing people together, and Outrigger is proud to help gather the community for such a fun event that benefits the local families and individuals who receive support from the Hawaii Foodbank."

Those who attend the Waikiki SPAM JAM<sup>®</sup> Festival can look forward to a wide selection of delicious local cuisine from 15 participating restaurants that will each serve up tasty dishes, with at least one menu item featuring a SPAM<sup>®</sup> meat product. This year's grand-prize winning recipe from the Great American SPAM<sup>®</sup> Championship, the Gemütlichkeit (guh-MOOT-luh-kite) SPAM<sup>®</sup>wich, will be available at the Hula Grill Waikiki food tent.

The Gemütlichkeit SPAM<sup>®</sup>wich recipe, which consists of panko-crusted slices of SPAM<sup>®</sup> with bacon, sautéed and stacked on a Milwaukee pretzel bun and topped with classic, warm cabbage slaw and mustard, was cooked up by Wisconsin resident Lisa Dziadulewicz. Lisa's creative, German-inspired recipe bested 26 other finalists nationwide, winning her a grand prize, all-expense paid trip for two to this year's Waikiki SPAM JAM<sup>®</sup> Festival.

-more-

This year's participating restaurants and their dishes include:

- ABC Stores – SPAM® Kamakaze; Tempura SPAM® Fries
- Atlantis Seafood & Steak – SPAM® Lau Lau; SPAM® Bun
- BUHO – SPAM® Tacos, SPAM® Mexican Fried Rice; Homemade Guacamole
- Chai's Waikiki – Ahi SPAM® Katsu with Fresh Mango Salsa and Yellow Curry Sauce; SPAM® Fritter with Fresh Pineapple
- Duke's Waikiki – Hula Pie; Korean SPAM® Street Taco
- Eggs 'N Things – Crispy SPAM® Chips; Local Style Grilled SPAM® and Cheese Sandwich; Combo Sandwich and Chips
- Gordon Biersch – To be announced
- Hard Rock Café – SPAM® Mac and Cheese; Apple Spobbler
- Hawaiian Crown Plantation – Pure Tropical Fruit Juices, SPAM® Fries with Variety Dips
- Hula Grill – SPAM® Fried Rice; SPAM® Loco Moco; Award-Winning Gemütlichkeit (guh-MOOT-luh-kite) SPAM®wich
- Mahaloa Burger – SPAM® Teriburger/Cheeseburger; SPAM® Burger Loco Moco; Hot Dog with SPAM®
- OnoPops – Assorted Flavors – Ice Pops
- PF Chang's – SPAM® Lo Mein; SPAM® Lettuce Wraps
- Seafood Village – SPAM® Siu Mai, SPAM® Manapua, Mixed Plate
- Mac 24/7 – Mongolian SPAM® Poke Bowl; Coconut SPAM® Flan with Kona Coffee Salted Caramel and Candied SPAM®

In addition to the delicious cuisine, Outrigger Resorts' popular photo booth with a wave made up of SPAM® brand cans is back, bigger and better than last year, for fun photo opportunities. SPAM® merchandise, island crafts and locally made products will be available for sale.

Participating retail vendors include:

- Aloha Wood Art by the Le Fam
- Crafts Way, LLC
- Creative Photo Frames
- Da Bag Place
- Diamond Head Taffy
- LED Novelties Hawaii, LCC
- Lolita Gabuat
- Lotus Creations
- North Shore Goodies
- Oahu Gear Company
- Pearls & Beads Corp
- Simply Wood Studios
- Sunrise Shells Hawaii
- VH07V

The evening will also include live entertainment on two musical stages, each featuring a line-up of top island artists.

**Outrigger Hotels and Resorts Stage (in front of the Outrigger Waikiki Beach Resort)**

- 4:30 p.m. Group TBA
- 5:30 p.m. Waimanalo Sunset Band
- 6:30 p.m. Ben Vegas & Maila Gibson
- 7:30 p.m. Jeff Rasmussen & Robi Kahakalau
- 8:30 p.m. Raiatea Helm

**Shops of Hawaii Stage (in front of the Royal Hawaiian Center)**

- 4:30 p.m. The Women of Halau Ka Waikaha Lani Malie & The Men of Kahulaliwai
- 5:30 p.m. Ukulele Superkids – Honaka Katayama & Azita Ganjali
- 6:30 p.m. Germaine's Luau
- 7:30 p.m. Lehua Kalima and Shawn Pimental
- 8:30 p.m. Emke

Admission to the event is free and all proceeds generated benefit the Hawaii Foodbank and other local charities, including the Waikiki Community Center and Visitor Aloha Society.

There are several ways to stay on top of the latest details of this year's Waikiki SPAM JAM® Festival: visit [SPAMjamhawaii.com](http://SPAMjamhawaii.com) or join the Waikiki SPAM JAM® Festival social community on Twitter: [@SPAMjam](https://twitter.com/SPAMjam) or Instagram: [@waikikiSPAMjam](https://www.instagram.com/waikikiSPAMjam).

END

**About Outrigger Enterprises Group**

[Outrigger Enterprises Group](http://www.outriggerenterprisesgroup.com) is one of the largest and fastest growing privately held leisure lodging, retail and hospitality companies operating in the Asia Pacific, Oceania and Indian Ocean regions. As part of its unique hospitality offering, the values-based company extends exceptional hospitality and authentic cultural experiences, incorporating local traditions and customs into the guest experience at each of its properties worldwide. Guided by more than 68 years of family leadership, Outrigger runs a highly-successful, multi-branded portfolio of hotels, condominiums and vacation resort properties, including Outrigger® Resorts, OHANA by Outrigger®, Hawaii Vacation Condos by Outrigger®, Embassy Suites®, Holiday Inn®, Best Western®, Wyndham Vacation Ownership® and Hilton Grand Vacations™. Currently, Outrigger operates and/or has under development 40 properties with approximately 11,000 rooms located in Hawaii (Oahu, Maui, Kauai, Hawaii Island); Guam; Fiji; Thailand; Mauritius; Maldives; Vietnam; and Hainan Island, China. For online information, log on at [www.outriggerenterprisesgroup.com](http://www.outriggerenterprisesgroup.com) and [www.outrigger.com](http://www.outrigger.com).

Join Outrigger's social network to Find Out. Find Outrigger! Follow @OutriggerResort on Twitter or become a fan on Facebook at [www.facebook.com/OutriggerResorts](https://www.facebook.com/OutriggerResorts). For ongoing news, visit <http://news.outrigger.com>.

*Note: Outrigger Resorts is sensitive to and understands the importance of diacritical markings. In mediums where the reproduction of these markings is true (i.e., in print), diacritical markings will be used. If a communication crosses several mediums to include the Web, which does not always reproduce diacritical markings correctly, diacritical markings will not be used.*

**MEDIA CONTACTS:**

Nancy Daniels, APR, Director of PR  
Outrigger Enterprises Group  
Ph: 808-921-6839  
Email: [nancy.daniels@outrigger.com](mailto:nancy.daniels@outrigger.com)

Megan Tsuchida  
Bennet Group Strategic Communications  
Ph: 808-286-3183  
Email: [megan@bennetgroup.com](mailto:megan@bennetgroup.com)