

## Hawaiian Host to share new brand campaign message at TFWA Asia Pacific Conference

By **Jas Ryat** on April, 16 2018 | Confectionery & Fine Foods



Green tea Matcha Macs and licensed Hello Kitty boxes are popular items for Asian travelers

Hawaiian Host and Mauna Loa set to unveil new brand message at this year's TFWA Asia Pacific exhibition in Singapore. Both are based on tag-lines designed to summarize the value proposition to the consumer: 'Indulge with a little Aloha' for Hawaiian Host and 'Crunch to a Different Beat' for Mauna Loa.

The new brand tag-lines, were created after Hawaiian Host considered the dynamics of both brands, looking at existing customers and attracting a potential new audience, both in home markets and while traveling.

"The new tag-line 'Indulge with a little Aloha' is meant as a proposition to the public - to live a life embodied by the 'Aloha Spirit' to take time to enjoy life's simple moments and to remember that Hawaiian Host's chocolate covered macadamia nut products are a window into that way of life," explains Kate Abano-Wee, Hawaiian Host Global Brand Manager.

Products include Classic Original Macadamia nuts in dark, milk and white chocolate variations, Tiki Classic Macadamias, plus regionally targeted green tea Matcha Macs, and licensed Hello Kitty boxes, for Asian travelers.

For Mauna Loa, the new tag-line 'Crunch to a Different Beat' focuses on the macadamia nut's unique, crunchy texture and buttery flavor. Mauna Loa is about snacking and sharing with stand up pouch bags in a variety of flavors such as Mango Chipotle Macadamias, Honey Roasted Macadamias, and Maui Onion & Garlic Macadamias.

"The new tag-line will help us to expand the awareness of macadamia nuts in the snacking and nut category and introduce the Mauna Loa brand to new markets, stimulating interest and trial," continues Kate Abano-Wee. "Snacking and sharing is a growing category within travel retail and, with consumers looking for healthier confectionery alternatives, brands there are huge opportunities for brands such as Mauna Loa.

Hawaiian Host continues to focus on growing in the gifting category within Asia and reports growing numbers over the past year, despite a tough market. With keytravel retail locations through Korea, Taiwan and Thailand, the Hawaiian Host and Mauna Loa brands are popular with Japanese and Korean consumers.

Hawaiian Host will be exhibiting at the TFWA Asia Pacific exhibition in collaboration with Focus Network Agency Stand B2/E28.