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Great American SPAM[®] Championship to debut winning recipe at Waikiki SPAM JAM[®] Festival

*15th annual street festival is a feast for the senses – with culinary creations
from Kani Ka Pila Grille, Duke's Waikiki, Hula Grill Waikiki, and many more*

WAIKIKI, HONOLULU, HAWAII – The Waikiki SPAM JAM[®] Festival returns to Kalakaua Ave. on April 29, 2017 – this year introducing “Hawaiian SPAM[®] Crackle,” a sweet and savory dish that won over the judges of the Hormel Foods Great American SPAM[®] Championship recipe contest. The concoction, created by North Carolina native Lauren Robertson, pairs SPAM[®] Hot and Spicy with macadamia nuts, coffee and toffee on a base of saltine crackers and will be shared with the 25,000 festivalgoers expected to attend this unconventional and beloved festival.

Kani Ka Pila Grille, Duke's Waikiki, Hula Grill Waikiki and other favorite Hawaii restaurants will join this year's 15th annual festival where guests can enjoy SPAM[®] products in many forms, as well as the rhythms of live Hawaiian music and entertainment.

“Outrigger is gearing up for the biggest Waikiki SPAM JAM[®] Festival yet with Hawaii's top restaurants and local entertainment, plus vendors serving up specialty SPAM[®] products,” said Barbara Campbell, Waikiki SPAM JAM[®] Festival co-founder and vice president of retail leasing and development at Outrigger Enterprises Group. “This year's winning recipe is a knockout. We look forward to welcoming locals and visitors alike to come enjoy this quirky and cool event.”

Recipe contest winner Lauren Robertson will claim her grand prize of an all-expenses paid trip to Hawaii, which includes a stay at Outrigger Waikiki Beach Resort. She will attend the Waikiki SPAM JAM[®] Festival to share her recipe with SPAM[®] lovers and teach chefs how to replicate her “Hawaiian Crackle.”

Admission to the family-friendly event is free and proceeds generated benefit the Hawaii Foodbank and other local charities, including the Waikiki Community Center and the Visitor Aloha Society. Since its inception, the Waikiki SPAM JAM[®] Festival has raised more than \$100,000 and collected nearly 27,000 pounds of canned goods to support the Hawaii Foodbank.

Attendees can expect to not only be well-fed but entertained, as festivalgoers will be serenaded by some of the island's best musical acts from two stages. Hawaiian arts and craft vendors will be showcasing their products, and SPAM[®] merchandise, such as T-shirts, shorts and slippers, will be available for purchase.



15TH ANNUAL WAIKIKI
**SPAM
JAM[®]**
FESTIVAL

As part of the Waikiki SPAM JAM® Festival, Outrigger Resorts and OHANA Hotels in Waikiki offer guests checking in for the weekend a free one-category upgrade, based on availability, with the donation of a can of SPAM® product, which is then donated to the Hawaii Foodbank. For reservations, visit 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.

Hawaii's love affair with SPAM® products dates back almost 80 years, when the pre-cooked luncheon meat was served to American GIs. In 2017, with billions of cans of SPAM® products sold, Hawaii continues to lead the nation in its love for SPAM® products. The most recent data suggests Hawaii residents buy nearly 7 million cans of SPAM® products per year. In 2015, Hormel Foods paid homage to the state's love for the iconic meat by introducing SPAM® with Portuguese Sausage, inspired by the food and culture of the Hawaiian Islands.

There are several ways to stay on top of the latest details of this year's Waikiki SPAM JAM® Festival: visit 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).

ABOUT OUTRIGGER HOTELS AND RESORTS

Outrigger Hotels and Resorts is a privately held leisure lodging, retail and hospitality company with corporate offices in Hawaii and operating globally in the Asia-Pacific, Oceania and Indian Ocean regions. From its [Outrigger Signature Experiences](#) to its [Outrigger DISCOVERY loyalty program](#), the values-based company invites guests to escape ordinary with exceptional hospitality and authentic cultural experiences, incorporating local traditions and customs at each of its properties worldwide. Founded in 1947, Outrigger has grown into a highly successful, multi-branded portfolio of hotels, condominiums and vacation resort properties, including Outrigger® Resorts, OHANA Hotels by Outrigger®, Hawaii Vacation Condos by Outrigger®, Embassy Suites®, Holiday Inn®, Best Western®, Wyndham Vacation Ownership® and Hilton Grand Vacations™. Outrigger currently operates and/or has under development 37 properties with approximately 6,500 rooms located in Hawaii (Oahu, Maui, Kauai, Hawaii Island); Guam; Fiji; Thailand; Mauritius; and the Maldives. Find out; find Outrigger at: www.outrigger.com or visit @OutriggerResorts on [Facebook](#), [Instagram](#) and [Twitter](#).

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