

DATE March 5, 2018 RELEASE NUMBER 23 | 18

Contact: Lynn Spainhower

Waikiki SPAM JAM[®] Festival presented by Outrigger Resorts celebrates the love of SPAM[®] for 16th year

*Hawaii's coveted foodie tradition returns with music, musubi and special deals
With Outrigger Resorts*



WAIKIKI, HONOLULU, HAWAII – One of Hawaii's favorite food festivals is just around the corner! The annual [Waikiki SPAM JAM[®] Festival](#) presented by [Outrigger Resorts](#) will hit the streets of Waikiki for its 16th year as visitors and locals alike gather to celebrate one of the state's most beloved foods. The event will bring thousands of visitors and Waikiki residents to the bustling Kalakaua Avenue in the heart of Waikiki for delicious culinary creations that feature SPAM[®] brand products, live music and entertainment.

Attendees will sample a selection of creative SPAM[®] dishes from 20 participating local restaurants including Hula Grill, Buho Cantina and Mahalo Burger, and see firsthand the variety of ways SPAM[®] products can be prepared and enjoyed. From SPAM[®] Corn Dogs to SPAM[®] Brand-inspired cocktails, festival goers can expect to be well-fed and entertained as they feed their SPAM[®] Brand curiosity while getting serenaded by some of the island's best musical acts from three stages. Additionally, guests can take advantage of street shopping during the festival as they peruse SPAM[®]-themed merchandise and a variety of unique retail products and crafts made only in Hawaii.

Admission to the family-friendly event is free. Attendees are encouraged to support the event by bringing a non-perishable food item such as a can of SPAM[®] product for donation. Monetary donations collected will benefit the Hawaii Foodbank and other local charities, including the Waikiki Community Center and the Visitor Aloha Society.

The official hotel partner of Waikiki SPAM JAM[®] Festival, Outrigger Resorts is celebrating its 70th anniversary and in honor of its platinum anniversary and Hawaii's favorite street festival, Outrigger will offer SPAM JAM[®] attendees up to 30 percent off hotel rates at its Waikiki locations. 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.

WHAT: Waikiki SPAM JAM[®] Festival presented by Outrigger Resorts

WHEN: Saturday, April 28, 2018
4-10 p.m.

WHERE: Kalakaua Avenue
Waikiki, Honolulu

ADMISSION: FREE; open to all ages

-more-

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 Enterprises Group

[Outrigger Enterprises Group](#) 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. Guided by 69 years of family leadership, Outrigger runs 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®, 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](#). Join in on the conversation by tagging #OutriggerResorts.

CONTACT:

Monica Salter, VP Corporate Communications
Outrigger Enterprises Group
Ph: 808- 921-6839
Email: monica.salter@outrigger.com

###