



## - **Island Princess** -

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**Media Note: Digital photography available upon request.**

**FOR IMMEDIATE RELEASE:**

## **East Meets West at Island Princess With New Wasabi Macadamia Nuts**

**- *Newest Addition Marks the Expansion of Company* -**

**HONOLULU, Hawai`i** – Flavors of the East and West marry at Island Princess with the introduction of their newest product, Wasabi Macadamia Nuts. The spicy flavor is the latest, and most exotic, addition to the line of gourmet macadamia nuts by Hawai`i's premier chocolate and macadamia nut company. Island Princess launched the line in July 2003 featuring six enticing flavors – Maui onion, sweet chili, *nori*, curry, honey roasted and lightly salted.

“We use authentic wasabi from Japan, grated from the root, to give our nuts that added zing,” said Dr. Michael Purdy, president of Island Princess. “We believe it’s the perfect union of Japan and Hawai`i.”

The Wasabi Macadamia Nuts are made from 100 percent Hawai`i-grown macadamia nuts from the Island Princess orchards in Kea`au, and are available in three sizes: 5 oz. jars, 2.5 oz. snack bags and 0.5 oz snack bags. Island Princess again uses its proprietary technique to ensure the wasabi flavor is evenly distributed throughout the macadamia nut. Island Princess seasons the nuts in their raw and freshest form, then continues seasoning throughout a carefully monitored process of slow roasting the nut to lock in the intense flavor.

Now with the 20<sup>th</sup> anniversary fast approaching in 2005, Island Princess marks the expansion of its company – exemplified by new capital investments, increased production at its factory and orchards, an increase in staff and the growth of its product lines.

With new resources in place, Island Princess is looking forward to a bright future. “We’re always trying to come up with innovative ideas to grow and differentiate our company,” said Purdy. “Our new Wasabi Macadamia Nuts are just the jumping off point for what’s to come.”

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The Wasabi Macadamia Nuts will be available at most Hawai`i retail outlets and at the Island Princess factory outlet near Honolulu Airport. For directions or to find the nearest retail location, contact Island Princess at (808) 839-5222 ext. 207 or via email at [info@islandprincesshawaii.com](mailto:info@islandprincesshawaii.com).

Island Princess is Hawai`i's source for gourmet macadamia nuts, chocolates and confections. From its award-winning **Macadamia Popcorn Crunch** and popular **Mele Macs** to premium chocolate-covered macadamia nuts and coffee beans, Island Princess signature candies have become an international favorite. The company also owns and operates a 1,100-acre macadamia nut orchard on the Big Island of Hawai`i and a winery in Oregon. Island Princess operates under registered brand names: Island Princess Macadamia Nut Company, Island Princess Wines, Hawaiian Princess and Club Hawai`i in Hawai`i, Japan and China.

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