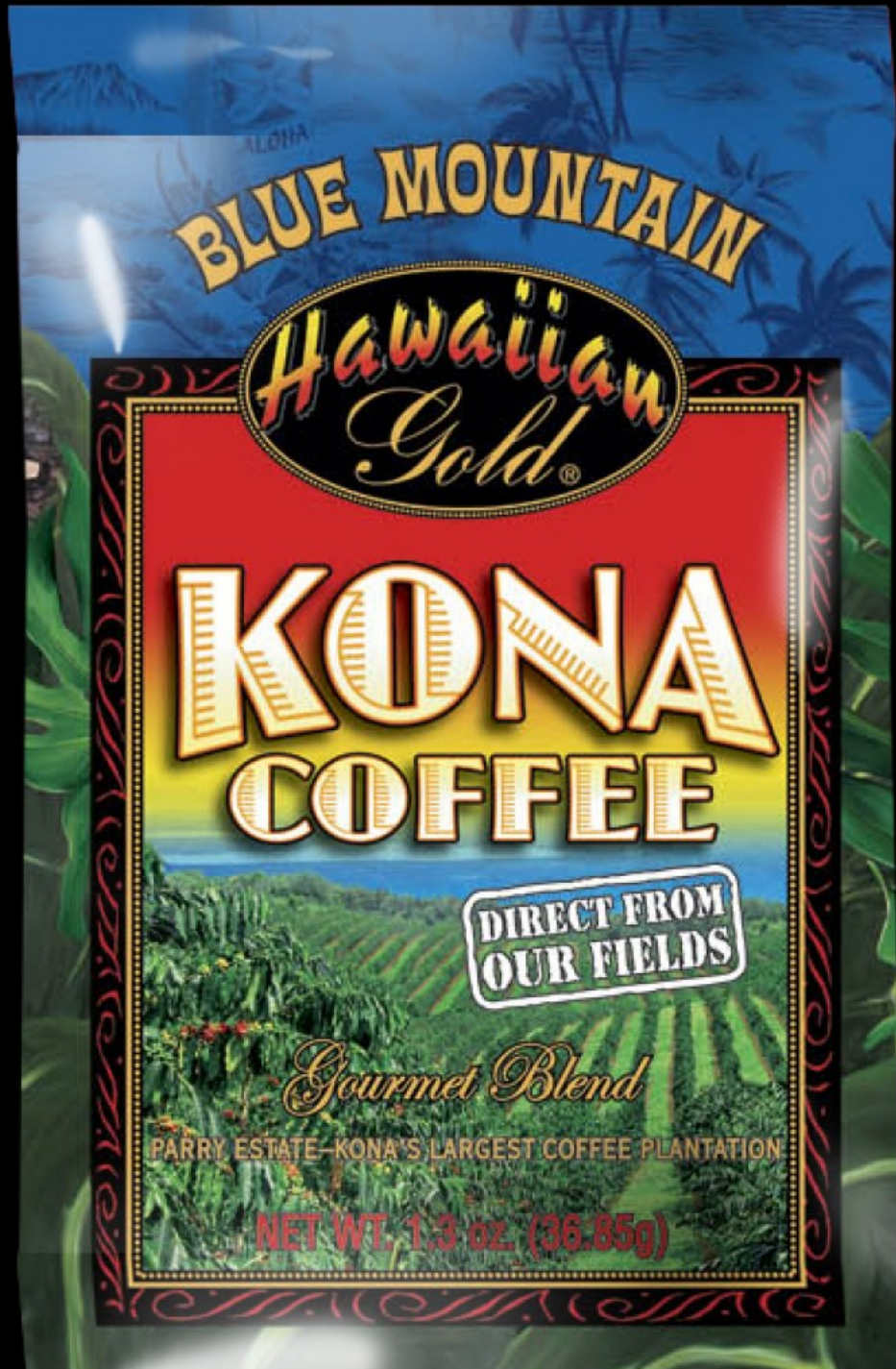


KONA COFFEE FEDERATION Launches New “HULI-HULI” Barbecue Flavored Potato Chips in Hawaii



Kailua, Hawaii Jun 15, 2022 ([Issuewire.com](https://www.Issuewire.com)) - KONA COFFEE FEDERATION and the family behind the renowned HULI-HULI BBQ sauce brand today announced a new partnership in which KONA COFFEE FEDERATION will sell and distribute HULI-HULI BBQ sauce-flavored potato chips. Aimed at tourists looking to add a zesty Hawaiian “Mahalo” kick to their snacking, the new HULI-HULI-flavored barbeque potato chips will soon be offered in ABC Stores (<https://abcstores.com>) in Hawaii alongside the HULI-HULI barbeque sauce.

“As the story goes, back in 1954, Captain Ernest Morgado, a naval intelligence officer during World War II, and Mike Asagi, a Japanese chicken rancher, founded the Pacific Poultry Company in 'Ewa, Hawaii,” explains John Gonzales, Chief Operating Officer at KONA COFFEE FEDERATION. “The next year, at a cookout with other farmers, Captain Morgado and Asagi first barbecued chicken in a tangy Teriyaki-like BBQ sauce, believed to be Captain Morgado's mom's secret recipe. After seeing its unprecedented popularity, Captain Morgado began barbecuing HULI-HULI chicken for numerous Island fundraisers,” said Gonzales.

According to Pacific Poultry millions of dollars have been raised over the years for Hawaiian charities by selling HULI-HULI chicken, HULI-HULI is the Hawaiian phrase meaning to overturn the Taro crop. As the meal was originally made on a grill with a makeshift spit, onlookers would shout "HULI-HULI" when the whole chickens were to be rotated, cooking and basting the other side, like putting on an entertaining Hawaiian “fire-eating” show at the Polynesian Cultural Center. Captain Morgado, through his company Pacific Poultry, first Registered the U.S. Trademark: "HULI-HULI" in November 1968 for a bottled Hawaiian barbeque sauce.

Each bag of KONA COFFEE FEDERATION's HULI-HULI® Barbecue Flavored Potato Chips is made from 100% Idaho® russet potatoes and flavored solely with HULI-HULI BBQ sauce and cooked in 100% macadamia oil for the perfect nutty crunch to satisfy that “Hawaiian” BBQ chicken craving.

About KONA COFFEE FEDERATION

John Gonzales currently serves as the Chief Operating Officer at KONA COFFEE FEDERATION. Prior to joining the KONA COFFEE FEDERATION in 2020, Gonzales served as President and CEO of Island Sweetwater Beverage Company, Inc. He previously held numerous leadership positions at BroTex International Inc., a food and beverage brokerage firm headed by Chuck Brockett. Gonzales has spent more than 30 years as a food and beverage broker and the novel management and commercialization of intellectual property trademarks. He has business management experience in all key sectors of food and beverage marketing, including private and public companies. Gonzales is a HULI-HULI chicken Aficionado and knows the Good, the Bad, and the Ugly, like an old “Sergio Leone” Spaghetti Western. Gonzales can be reached for Television and Radio interviews at (808) 825-6699.

For more information on the KONA COFFEE FEDERATION please visit and say Aloha to <https://konacoffeefederation.webnode.page> or see the latest news item on KHON2 where “Noh Foods were sued over the 'Huli-Huli' trademark infringement” KHON2 is Hawaii's news source for Honolulu, Kona, Hilo, Kauai, and Maui.

<https://www.youtube.com/watch?v=gO87GZZoXxY>



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