

HULA-BURGER Is Test Marketing “SPAM-PUNCH” – A Spam Flavored Hawaiian Soft Drink



Hilo, Hawaii Aug 20, 2022 ([Issuewire.com](https://www.issuewire.com)) - Richard H. Davis, President, and CEO of Beverage Marketing USA and Hula Burger Corporation states that his company intends to produce and market a SPAM flavored line of soft drinks for the Hawaiian marketplace. However, people from the mainland have been asking to taste this disgusting concoction without having to buy a first-class ticket on Hawaiian Airlines, just to get an 'awesome' Tahitian Mai Tai cocktail garnished with a slice of SPAM.

“Mai Tai roa ae!” means ‘awesome’ in Tahitian,” explained Davis. Imagine you’re sitting on Waikiki Beach, sand between your toes, sunglasses on. What else could make this picture postcard complete? How about an ice-cold SPAM-PUNCH?

Inspired by the Waikiki SPAM Jam Festival; Hula Burger is now test marketing a Spam-flavored Island Punch, sort of a “Tahitian Treat” but more savory and salty. Davis came up with the SPAM-PUNCH as kind of a joke while working on a ready-to-eat SPAM 'sushi,' item for Hormel Foods Corporation. Working on SPAM Sushi for the 10th Annual Waikiki SPAM Jam indirectly led to the development of the SPAM-PUNCH beverage.

Introduced in 1937 by Hormel Foods Inc., more SPAM products are consumed per person in Hawaii than in any other state in the United States. Almost seven million cans of SPAM are eaten every year in Hawaii. The street festival celebrates the people of Hawaii's love for SPAM products and canned meat from Hormel Foods Corporation. In Hawaii, SPAM is so popular it is sometimes referred to as "Hawaiian Steak". In James A. Michener's 1946 Pulitzer Prize-winning novel *Tales of the South Pacific*, Michener's unnamed Commander, who performed Military duties similar to those of the Lieutenant himself on a fictional island during World War II, noted that a large percentage of non-commissioned officers sent to the Pacific Theater (dubbed G.I. Joes because they were drafted), soon discovered that sexual favors could be traded for cans of SPAM, despite a very strict non-fraternization policy.

About Richard H. Davis

Richard H. Davis is a prolific inventor and entrepreneur and a United States Merchant Marine and combat veteran. As a yacht-delivery skipper during the United States Invasion of Panama, Davis ended up in the crossfire and tells his story in his unpublished manuscript “Sailor of Fortune”, which chronicles his adventures at sea and land on the Motor Vessel Kamillian. In addition, Davis is a photojournalist for *Soft Drinks International Magazine* in Britain. Davis has appeared on such national and regional media broadcasts including CBS News, NBC News, Fox News, and ABC News, and in *The New York Times*, and many others.

For More Information: <https://hulaburger.webnode.page>

https://www.youtube.com/watch?v=VMC_2PFFIOQ



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