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FOR IMMEDIATE RELEASE

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INTRODUCING CHEF ROY YAMAGUCHI'S HAWAIIAN FUSION® FOOD PRODUCT LINE

Honolulu, Hawaii - Da Farmer and The Chef Hawaii is pleased to announce the launch of Roy Yamaguchi's Hawaiian Fusion® food product line. The introduction consists of three dressings - **Creamy Honey Herb Dressing & Dipping Sauce, Tangy Sweet Onion Vinaigrette & Marinade and Exotic Thousand Island Dressing & Dipping Sauce.**

Da Farmer and the Chef Hawaii is the creator and manufacturer of the Roy Yamaguchi's Hawaiian Fusion® food product line. These products have been masterfully created for consumers to enjoy a taste of Roy's cuisine in the privacy of their homes and to make cooking easier in today's hectic lifestyle.

The current launch consists of three dressings which are manufactured with no artificial ingredients or preservatives.

Creamy Honey Herb Dressing & Dipping Sauce – The interpretation of Roy's Restaurants original, rich textured dressing which is served at Roy's Hawaii, national and international restaurants since the early 1990's. Great on Seasonal Vegetables, Salad Greens and as a marinade for many proteins.

Tangy Sweet Onion Vinaigrette & Marinade – This vinaigrette is Roy's Hawaiian Fusion® interpretation of the local island favorite which is a balance of sweet and tangy, created from Soy Sauce, Onion, Rice Vinegar, Sugar, Pepper and Oil. Perfect on Salad Greens but also ideal as a marinade for seafood such as Shrimp and Fish and many proteins (Chicken, Pork and Meat).

Exotic Thousand Island Dressing & Dipping Sauce – This is truly in the Hawaiian Fusion® style. It is the traditional Thousand Island Dressing but enhanced with Roy's touch by giving it an Asian accent with ingredients such as Furikake, Rice Vinegar, Siracha (Vietnamese Chili Sauce) and Kiawe Smoke but keeping the traditional Tomato, Roasted Bell Pepper and Capers. Very intriguing and mysterious yet comforting. Used on Salad Greens, Vegetable Dip and sauce for seafood such as Crabcakes.

MORE

Roy's, add one

These products will also be available to order on-line at the www.DaFarmerandTheChef.com website and through links at www.RoysRestaurants.com, www.Nalo-Farms.com and www.FamilyFoodHawaii.com.

Da Farmer and The Chef Hawaii has selected Family Food International to be the distributor of the product line.

Future plans include the introduction of three Seasoning Blends and three styles of Kiawe Smoke to be launched in early 2008 followed by other products such as Hawaiian Sea Salts, Marinades, Barbeque Sauces, Finishing Sauces and much more.

Description of Da Farmer and The Chef Hawaii~

Da Farmer and the Chef Hawaii is based on a brotherhood between Chef Roy Yamaguchi and Hawaii farmer Dean Okimoto. The relationship of these two men started back in the early 1990s as Roy searched for the freshest Hawaiian-grown farm products and turned to Okimoto who started growing baby greens that he supplied to Roy's Hawaii Kai Restaurant.

They mutually share the same passion for all things Hawaii and the inspiration that they both find on the islands...Dean's from the land and Roy's from the kitchen.

Who is Da Farmer and The Chef Hawaii~

Roy Yamaguchi, President

Based on childhood memories of the feelings and flavors of Hawaii, Roy invented what he refers to as "Hawaiian Fusion® Cuisine" – featuring the freshest local ingredients, European sauces and bold Asian spices with a focus on seafood.

His desire to further expand his culinary horizons while getting closer to his roots led Yamaguchi to move to Hawaii in 1988 and open Roy's.

Yamaguchi is now regarded as a pioneer who mastered a distinctive style, which brought his cooking to the forefront of contemporary gastronomy. As testimony to his success, there are now 34 Roy's, including 25 in the Continental US, 7 in Hawaii, 1 in Japan and 1 in Guam.

Other partners include:

Dean Okimoto, Vice President

Troy Terorotua, Managing Partner/Director of Research and Development

Grant J. Sim, Director of Logistics

Lisa A. Kim, Director of Marketing and Finances

Da Farmer and The Chef can be reached at (808) 545-3276 (545-FARM) and Family Food at (808) 682-8000.

For photos of these products, please contact Lisa A. Kim at (808) 545-4195.

~End~



Da Farmer & The Chef
HAWAII

