



SPECIAL GINGER COOKIES PROMOTION

“Jennifer’s Gingers” available throughout December to support Meals on Wheels

FOR IMMEDIATE RELEASE

HONOLULU – December 3, 2012 – The classic gingerbread has long been associated with the holidays. The combination of ginger, cloves and cinnamon makes a cookie that is as fragrant as it is delicious. Now, just for the holidays, Halekulani is offering a special ginger cookie, with a portion of the sale proceeds donated to Meals on Wheels.

Through a special partnership, New Yorker Jennifer Crandall, has shared her family’s secret recipe for ginger cookies with Halekulani’s pastry chef. The hotel will replicate the unique cookies and sell them in the Halekulani Logo Boutique during the holiday month of December.

“The recipe came from my husband’s great aunt, May Martin, otherwise known as Mommie May. The stories about May have been told for as long as I have known my husband’s family, close to 30 years. She cooked and baked like an angel with the most delicate touch to everything she made,” explains Crandall.

When “Mommie May” died, Crandall inherited the wooden box full of recipes, because the family knew she was an avid baker. When Crandall tried the ginger cookie recipe, she received enthusiastic feedback from friends who insisted she share the cookie with the world. “Jennifer’s Gingers is my gift to everyone who longs for the simple pleasure of taking the time in this fast-paced world to enjoy the taste of this cookie, which is made with love,” says Crandall.

Bags of the cookies will be available at the Halekulani Logo Boutique from December 2 – 31. Each bag will have a true Baker’s Dozen (13 cookies) and sells for \$18 + tax. Special bulk orders can be placed.

“We’re so pleased to present this special promotion,” says Halekulani General Manager Ulrich Krauer. “Ms. Crandall’s ginger cookies are popular and very exclusive, because she only makes them for her friends. The public will enjoy experiencing this taste of the holidays. We also think it’s important in this season of giving that we share with the less fortunate, by donating part of the sale proceeds to Meals on Wheels.”

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About Halekulani:

Since its inception in 1984, Halekulani has received more than five hundred accolades, awards and honoraria, and is consistently ranked among the world’s finest hotels. SpaHalekulani, amongst many others, earned the coveted Forbes Four-Star rating, the highest bestowed upon any spa by the Forbes Travel Guide, and was ranked the #2 Best Resort Spa in North America by Conde Nast Traveler. Halekulani’s fine dining restaurant, La Mer, is Hawaii’s longest ranked AAA-Five Diamond restaurant. Halekulani is managed by the Hotels and Resorts of Halekulani, a brand management division of the Honolulu-based Halekulani Corporation, which also manages Waikiki Parc Hotel. Halekulani is a member of The Leading Hotels of the World and is aligned with Tokyo’s legendary Imperial Hotel. For reservations and information, please contact a travel planner, call Halekulani at (800) 367-2343 / (808) 923-2311 or visit the website (www.halekulani.com).

About Halekulani Corporation

Halekulani Corporation owns and operates globally-acclaimed luxury resort Halekulani and Waikiki Parc Hotel in Hawaii. Halekulani represents a luxury hospitality legacy of unique and iconic proportions. (See About Halekulani). Waikiki Parc Hotel, conveniently situated in close proximity to Halekulani, was developed by Halekulani Corporation in 1987 following the successful reopening of Halekulani. The hotel offers affordable luxury in a chic and contemporary setting, and provides new guest experiences and gracious service, both hospitality hallmarks of the Halekulani brand.

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