

News Release

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MAI TAI CONTEST ENTRIES TOP 100; ROCKER FLEETWOOD TO JUDGE

(Kailua-Kona, Hawaii) Some 100 bartender applicants from many parts of the globe have already signed up for the Third Annual Don the Beachcomber's Mai Tai Festival "Mix-Off" competition to be held at the Royal Kona Resort August 13. Among the judges this year to determine the first prize of \$10,000 and title of "World's Best Mai Tai" is Rock and Roll Hall of Fame's Mick Fleetwood.

Entrants thus far have been coming in from many parts of the world, including such far reaching countries as Scotland and Slovakia. Additional applications will be accepted until August 10 with a registration fee of \$100. The top 24 recipes of all applicants will be selected for the August 13 "Mix-Off" competition. Mick Fleetwood of Fleetwood Mac fame will join celebrity chef Sam Choy, Hawaiian Hotels & Resorts, and Better Brands as a judge.

The winning recipe using Bacardi Rum will appear in future Bacardi advertising campaigns. To enter, contestants must submit a registration form, photograph of their mai tai creation, recipe with exact proportions, and specific glassware needed for proper presentation of the concoction. Participants must represent a bar or restaurant as a bartender for said establishment.

The mai tai drinks' names and creative presentations will also be considered in awarding prizes. Entrants are encouraged to use Premium Bacardi products in their recipes.

In addition to the signature "Mix-Off" competition, the day-long Festival will feature a lively Beachbum Berry Mai Tai history seminar, "Battle of the BBQ" cook-off, Big Island Mai Tai Marketplace, and a special evening concert. The event is being sponsored by the Royal Kona Resort, Better Brands, and Bacardi.

Bartender registration forms and further information on the Third Annual Don the Beachcomber's Mai Tai Festival can be obtained online at www.hawaiihotels.com. For more information and hotel stay reservations, call toll-free 800-22-ALOHA (222-5642) or visit online at www.royalkona.com.

About Hawaiian Hotels & Resorts

Hawaiian Hotels & Resorts, which owns and operates the Royal Lahaina Resort and the Royal Kona Resort, is a division of Pleasant Travel Service, a family-owned company headquartered in Newbury Park, CA. Pleasant Travel Service has helped over five millions guests create unforgettable vacation memories in Hawaii since 1959. For additional information, visit the Hawaiian Hotels & Resorts website at www.hawaiihotels.com.

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