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Macnuts with wasabi? Island Princess announces new product

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As Hawaii food companies like Mauna Loa and Hawaiian Host look for fresh ways to pique the interest of consumers in Hawaiian foods, the latest entrant, from **Island Princess**, mixes East and West: wasabi-tinged macadamia nuts.

Since summer 2003, 19-year-old Island Princess has rolled out product after another with flavors added to the macnut experience: Maui onion, sweet chili, nori, curry, honey roasted and lightly salted.

"We use authentic wasabi from Japan, grated from the root, to give our nuts that added zing," company President Michael Purdy said.

The Wasabi Macadamia Nuts are made from 100 percent Hawaii-grown macadamia nuts from the Island Princess orchards in Keaau. The seasoning is done earlier than might be expected, while the nuts are in their raw state, with additional seasoning later during roasting.

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