



For Immediate Release \*\*\*9/12/07\*\*\*\*

## Island Princess Rolls Out Snack Version of Island Favorite *Royal Crunch*

HONOLULU, Hawaii (September 14, 2007)-Just a few short months ago, **Island Princess** introduced a new popcorn confection, *Royal Crunch* in the company's trademark one-pound jars. *Royal Crunch* combined the sweet crunch of their award-winning caramel Macadamia Popcorn Crunch with milk chocolate coated popcorn, a truly regal treat!

**Island Princess**, creators of world-renowned *Mele Macs*, is one of the few remaining Hawaii food manufacturers that make all their products in Hawaii and with 100% Hawaii-Grown Macadamia Nuts.

"We are strong believers in supporting local manufacturing and Hawaii agriculture to keep our state economically viable. In this day and age, food safety is such a concern with out-of-state and foreign food sourcing. **Island Princess** controls quality by using Hawaii-grown macadamia nuts from our own orchards in Kea'au, on the Big Island of Hawaii, and controls production of the finished chocolates and confections at our facility in Honolulu," says Dr. Michael Purdy, president of **Island Princess**.



Locally grown macadamia nuts and production are just two reasons why the demand for *Royal Crunch* has been so great; the main reason is the delicious new taste and the unique crunch: caramel, popcorn, milk chocolate, and macadamia nuts, it's got something for everyone.

"Both visitors and locals immediately asked for a snack bag version so *Royal Crunch* would be a portable snack, and we answered the call", Dr. Purdy adds. **Island Princess** starts delivery of the new 5 oz bag of *Royal Crunch* this week. The new snack bag is available at most Hawaii retail stores as well at the company's factory outlet just off Lagoon Drive. *Royal Crunch* and all the other luscious **Island Princess** chocolates, confections and macadamia nut products can be purchased on their website at [www.IslandPrincessHawaii.com](http://www.IslandPrincessHawaii.com).

In addition to *Royal Crunch* and the original caramel Macadamia Popcorn Crunch, **Island Princess** has other popcorn flavors: Pina Colada, Mochi Crunch and Fancy Nut and Toffee. For over 20 years, **Island Princess** has been packing gourmet macadamia nuts, chocolates, and confections, all made in Hawaii with 100% Hawaii-Grown Macadamia Nuts. For more information about their products call (808) 839-5222 or visit their website at [www.IslandPrincessHawaii.com](http://www.IslandPrincessHawaii.com).

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