



Local Chocolatier Responds to More Sophisticated Taste Buds with Flavor Layering

Honolulu, Hawaii (September 16, 2008)--

Food futurists attribute the growing food trend of flavor layering to Generation Y with their sophisticated taste buds and their desire for complex tastes and textures, all in one experience.

The first local confectionary to develop such a “flavor layered” product in Hawaii is *Island Princess*. Michael Purdy, company President has invented **Sweet Heat**, a marriage of Macadamia Nuts, chocolate, cookie crunch, and exotic spices. “**Sweet Heat** took literally years to develop”, says Dr. Purdy. “I wanted to create a chocolate that had all the “mouth feel” sensations in different layers so that each can be at first tasted separately and ultimately blend all together on the palate.”

First a crunchy five-spice cookie is baked on a Macadamia Nut grown on *Island Princess*’ own Hilo orchards. Then each piece is coated with multiple layers of milk chocolate and topped off with a thin candy shell. Layering combines the basic tastes, sweet, savory, and spicy, to create upfront, middle and an end with lingering flavors and textures.

Thus **Sweet Heat**, the latest innovative product from *Island Princess*, was born. This is not your ordinary chocolate-covered macadamia nut. **Sweet Heat** heralds the next generation of fine confections. With this in mind, targeting a new consumer, the company provided almost 4,000 sample packs of the unique chocolate to University of Hawaii-Manoa students when they checked into their dorms this semester.

Sweet Heat has already started rolling out to major Hawaii retailers, the *Island Princess Outlet Store* on Ualena Street in Honolulu, and www.IslandPrincessHawaii.com, the company’s internet store. Two sizes, 10-oz resealable bags and 32-oz jars, are available.

In addition to **Sweet Heat**, *Island Princess* offers other exotic products including Wasabi coated Macadamia Nuts and Chocolate Covered Coffee Beans. Long known for their leadership in developing innovative confections such as Mele Macs and award-winning Macadamia Popcorn Crunch, *Island Princess*, for almost 25 years, has been producing gourmet macadamia nuts, chocolates, and confections, all Made in Hawaii with 100% Hawaii-Grown Macadamia Nuts. For more information about *Island Princess* products call (808) 839-5222 or visit their website at www.IslandPrincessHawaii.com.

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