

MARCH 1997

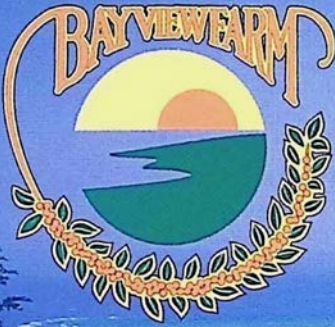
COMPLIMENTARY

Coffee Times

The Alternative Guide to the Big Island of Hawaii



Inside this month
**All the Brew Hah from
Kona Coffee Country**



KONA COFFEE

Daily Farm & Mill Tours

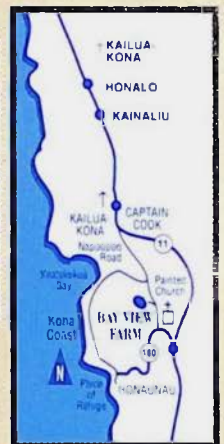


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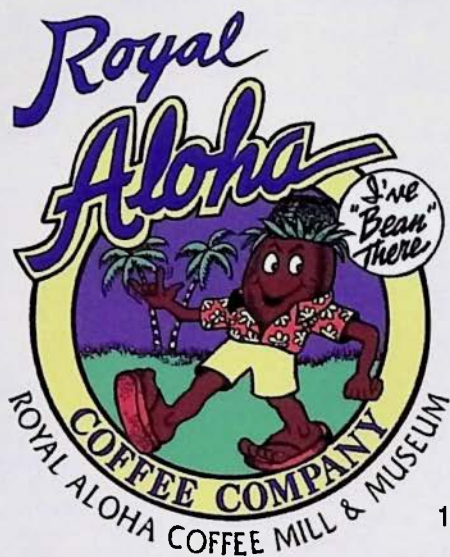
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Les Drent

Publisher and Founder

COVER PHOTOS

March: Miguel A Meza Mozqueda picking coffee in Holualoa *by Les Drent* **April:** Hula on a black sand beach *by Kirk Aeder* **May** Cafe Pesto Food Shot. *by Kirk Aeder* **June:** Boys fishing in Kailua Bay. *by Kirk Aeder* **July:** Girl beside canoe at Hapuna Beach Park on the Kohala coast *by Kirk Aeder* **August:** Green Sea Turtle named Goofyfoot *by Ursula Keuper-Bennett and Peter Bennett.*

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By purchasing this anti-counterfeiting cartoon t-shirt from Coffee Times you will be helping to spread the word about the deceptive labeling practices that plague the Kona coffee industry.

Coffee Times

The Aroma of History

It has been many years since Reverend Samuel Ruggles brought the first coffee plant cuttings to Kealahakua-Kona, Hawaii. The cuttings were taken from plants growing at the home of chief Boki, governor of Oahu, who with help from agriculturalist, John Wilkinson, brought back several young plants acquired in Rio de Janeiro during a royal British voyage taken in 1825.

Even though coffee was in Kona in 1828 it was not immediately seen as a viable agricultural commodity. However, the particular conditions in Kona's climate and soil turned out to be some of the best known in the world for growing coffee. The sheltered and fertile western

"Kona coffee has a richer flavor than any other, be it grown where it may and call it by what name you please."

Mark Twain, 1866

slopes of Mauna Loa and Mt. Hualalai along with sunny mornings and gentle afternoon rains helped the coffee plant thrive in its new environment. Soon enough coffee caught on in Kona, and its distinguished flavor became known throughout the world. In July of 1866 Mark Twain stated, in his "Letters From Hawaii", "Kona coffee has a richer flavor than any other, be it grown where it may and call it by what name you please."

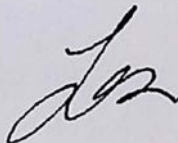
It was not until the late 1800's, the period following the California gold rush, that the coffee industry in Kona saw its first boom. In 1898 the Kona hillsides were consumed by coffee trees; over three million of them spread out over six thousand acres.

In the late 1800's and early 1900's the initial steps involved with processing the coffee were in most cases undertaken by the independent farmers themselves. This involved hand-powered pulpers, a sixteen hour soaking period and drying the beans under "false" pitched roofs that rolled back to receive the warm sunlight. Local mills in Kona then removed the final parchment membranes and loaded the grated beans into sacks before being carried down the mountain in mule powered freight wagons. The last leg of the journey began at either Kailua or Napoopoo piers where the coffee was shuttled by boats out to waiting steamships bound for San Francisco.

Today, very little has changed from the coffee culture in Kona as many of its farms continue to be owned and operated by independent families. There are now mills in the area that fully process the raw coffee cherries for brew guaranteeing that the hand picked beans get the full flavored roast they deserve, right here in Kona, Hawaii.

All of our beans at Coffee Times are hand picked, sun dried and undergo stringent grading standards to uphold the gourmet reputation and quality in every cup of coffee. And, unlike some of our competitors we only roast to order, so if it's freshness you seek it's freshness you will receive.

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A sailing canoe gliding over the ocean off South Point, probably the first place Polynesians set foot in Hawaii.

The actual place where Polynesians landed will always remain a mystery, but it was likely some where near the southern tip of the Big Island. This area seems like a probable place because their approach would have been from the south, where all of Polynesia lay. When sailing north, the Big Island would be the first island they would have seen, and South Point would have been the nearest landfall. Aside from the logic of such a choice, there is archaeological evidence supporting the supposition of a landing near **Ka Lae**, as the Hawaiians call the most southern tip of the island of Hawaii. Excavation of lava tubes, that were used as shelters, near Kailikii and Waiahukuni, villages four miles northwest of the Ka Lae, indicate people were using them by A.D.750. There is other evidence that indicates people first were in the area as early as A.D. 200.

The cliff near South Point Park is a

common mooring place for the modern day fishermen who find these waters a rich resource. From the precipice the drop is about forty feet to the ocean's surface, but the cliff base goes down another thirty feet below the surface of the water. Ladders, hung to make access to the boats easier, swing freely in the air just above the sea. The cliff is deeply undercut. In the heat of the day the water looks inviting. It is so clear the bottom can be seen plainly. For some there might be a temptation to leap into the cool water, and climb back up the ladder. It looks inviting, but don't do it. A swift current runs along the shore. The flow will carry anyone in the water straight out to sea. It is called the Halahea Current, named for a chief who was carried off to his death.

One of South Point's most famous scenic spots is **Mahana Beach**, also called Green Sands Beach because it has a distinctive golden

Places of Interest

At **Naalehu Fruit Stand**, owners John and Dorene Santangelo prepare homemade specialties daily. Take your meal on the road or take a picnic table seat on their front porch as you watch travelers on their way to Volcano pass by. While you're enjoying your lunch or a piece of local fruit pick up a copy of **Ka'u Landing**, the Big Island's alternative newspaper. Inside you will find interesting local news stories and the month's happenings around the island.



green color. Although none of the fragments in the sand are large enough for jewelry purposes, the beach is composed chiefly of peridot, a semiprecious gemstone. These tiny green gems are a silicate, one of the many families of quartz, which cook out of the basaltic magma over time. (They are apparent as green flecks in the raw lava stones used to build the columns and walls of the Jagger Museum at Kilauea's Volcano National Park.) As lava reached the coast, erosional forces, and the specific gravity of the stones, perhaps are responsible for the accumulation of such a large quantity of the granules that produced the green sand beach.

Up the coast from South Point's main hub of activity, **Naalehu town**, and heading towards Volcanoes National Park you will pass by **Punalu'u black sand beach** and later a

sign marking a road to **Pahala**. The short drive to Pahala is worth the excursion. In it are an actively working **sugar mill** and the not so active remains of the old **Pahala Theater**. Take time to drive into the lush tropical **Wood Valley** and past a **Buddhist temple**. Ask for specific directions to those sights at the local general supermarket, there is only one. South Point is a little more than an hour's drive from either Hilo or Kona.

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KIRK AEDER

Above photo of Pu'u'O'o vent, the current sight of volcanic activity on the Big Island. Facing page photo is of the Hawaiian goose, the nene.

Volcanoes National Park has one entrance, off Route 11, 30 miles south from Hilo or 95 miles east from Kona. The park is open 24 hours a day all year round and requires a \$5.00 entrance fee per vehicle which is valid for 7 consecutive days. The hiker/bicyclist/bus passenger fee for people over 16 and under 62 is \$3.00. When you enter the park during daytime hours you will receive a park brochure at the entrance station. If you enter the park after hours you may pick up the brochure at the **Kilauea Visitor Center** which is located a quarter mile from the entrance on **Crater Rim Drive**. The visitor center is open from 7:45 a.m. to 5:00 p.m. daily. Visitors are encouraged to take the time to carefully read the park regulations and guidelines. The volcano fumes that

exist in the park may create a health hazard for pregnant women, infants and people with heart or respiratory problems. People at risk should avoid stopping at the Sulphur Banks, Halema'uma'u Crater and other areas where volcanic fumes are present.

Overnight trips in the park require a backcountry permit that can be obtained at no charge at the Kilauea Visitor Center. Once inside the park enjoy the 25-minute movie on eruptions shown hourly at the visitor's center. Other attractions are the **Thomas A. Jaggar Museum** three miles inside the park along Crater Rim Drive, **The Volcano House**, **Thurston Lava Tube** and **scenic vistas**. Depending on the timing of your visit **you might have a chance to see the volcano erupting**. A 45 minute drive

Places of Interest

Lodging, gas, camping supplies and dining all can be found in Volcano Village just a short drive from the park. Because of the remote loca-



tion of Volcano, the numerous Bed & Breakfasts existing in the region are a popular choice among visitors seeking lodging in this region. **Chalet Kilauea, The Inn at Volcano**, features rooms decorated with art from around the world and even a treehouse suite, a unique alternative for couples looking for that romantic getaway. Chalet Kilauea has also just finished the remodeling of their exclusive treehouse suite complete with marble bathroom, double Jacuzzi tub, fireplace, private covered deck and an upstairs bedroom, connected via a spiral staircase. Located off of Hwy. 11 are the private **Hale Ohia Cottages** surrounded by bonsai-style gardens and moss covered grounds. The suites and cottages are both spacious and comfortably outfitted. Also featured at Hale Ohia are two very private romantic cottages outfitted with fireplaces. Perhaps one of the most memorable dining experiences on the Big Island can be found at **Kilauea Lodge**, which features continental cuisine beside the historic Fireplace of Friendship. The mountain lodge also hosts thirteen romantic rooms for overnight visitors.



any closed areas! The park also offers many other hiking opportunities which are mapped out in the park brochure.

A reminder to drive slowly and carefully while touring the park as it will help to protect Hawaii's endangered state bird, the **nene**.

FOR SPECIFIC PARK INFORMATION

to the end of Chain of Craters Road and a short hike will get you to the most recent lava flow area. The new coastline is unstable and can collapse into the sea at anytime without warning. Obey all park signs. Do not enter

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Chalet Kilauea - The Inn at Volcano

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The Lodge at Volcano - everything but expensive

From: \$85 / 967-8216



In the heart of 30 acres, amid a tropical landscape of private hiking trails, stands the Lodge at Volcano, an elegant reminder of the art of gracious travel. Guests enjoy a splendid ambiance of comfort, detail and extravagance in one superb, relaxing package. Dipping in the huge whirlpool, quiet strolls at sunset, and evenings of chat amid the ferns and flowers soothe the traveler's heart.

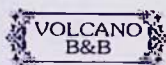


Volcano Bed and Breakfast - Volcano's best value

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In the village of Volcano, amid a landscape sculpted by the powers of the earth, Volcano Bed & Breakfast welcomes the curious traveler. It offers, as one guest put it, "The comforts of home amid the wild unknown." There are six charming, affordable rooms for those who like to stretch their budget to fit their horizons. Swap stories with fellow guests around the fire, sleep tight, then enjoy a complimentary breakfast. The owners say, "if home is where the heart is, our heart is open to you!"





A C T I V I T I E S

Fine Dining

Award-winning Donatoni's for the best in Northern Italian cuisine or choose Imari for discriminating Japanese foods, Kamuela Provision Company for fresh island fish and Certified Black Angus Beef. For casual dining, select from themed buffets at Palm Terrace, poolside breakfast and lunch at Orchid Cafe or lagoon-side at Hang Ten.

Call 885-1234, ext. 54.

Kohala Spa

Offering the best in time-honored treatments for mind and body. Relax with an aromatherapy massage or a seaweed body masque. Enjoy state-of-the-art exercise equipment, a full-service beauty salon and luxurious locker facilities with sauna, steam, and outdoor whirlpool.

Call 885-1234, ext. 1260.

Kohala Tennis

6 plexi-cushion courts or 2 fast-dry clay courts. Private lessons, ball machine, pro-shop and match arrangements available.

Call 885-1234, ext. 1293.

MARCH

On The Island of Hawaii and in Hawaiian History

MARCH 2, 1901

The Inter-Island Telegraph Company is Opened.

MARCH 5, 1997

Enhancing History Lecture Series on Hawaiian history, flora and fauna, interesting tidbits on indigenous animals. Pu'u honua O Honaunau, National Park. FREE Contact Blossom Sapp, 328-2326.

MARCH 5, 1792

Vancouver's ships arrive at Kealakekua Bay- 1st of 3 annual visits.

MARCH 9, 1891

Princess Ka'iulani proclaimed heir apparents to Queen Lili'uokalani.

MARCH 10, 1832

John Dominis Holt - secretary to Kamehameha IV & O'ahu Governor

under Kamehameha V is born.

MARCH 12, 1959

U.S. Congress sends bill to President Dwight Eisenhower recommending statehood.

MARCH 13, 1877

Kana'ina Father of Lunalilo dies.

MARCH 16, 1899

Princess Ka'iulani dies at age 24.

MARCH 16, 1980

Hokule'a makes 2nd voyage to Tahiti.

MARCH 17, 1814

Kauikea'ouli is born and will become Kamehameha III.

MARCH 18, 1866

Samuel Clemens (Mark Twain) arrives on islands to write series of private let-



KIRK AEDER

ters.

MARCH 19, 1904

Waikiki aquarium is opened.

MARCH 21, 1927

Hawaii's 1st territorial airport opens, now called Honolulu International Airport.

MARCH 23, 1828

3rd company of missionaries arrive on the *Parthian*.

MARCH 24, 1820

1st company of missionaries arrive.

MARCH 26

Kuhio Day, State Holiday.

MARCH 29, 1893

James Blount arrives with authority from Pres. Cleveland to investigate Queen's overthrow.

MARCH 30 - APRIL 5, 1997

Merrie Monarch Festival (Hilo) A week of festivities honoring Hawaii's King David Kalakaua, ending with a hula competition the last three nights. Contact Dottie Thompson at 935-9168.

All Month...

Mauna Kea Visitor Programs

Every Saturday and Sunday a Mauna Kea summit tour begins at 2:30pm. Participants should stop at the Visitor Information Station at least 45 minutes before the tour. Children under 16 not permitted due to health hazards from high altitude. 7-10pm every Friday and Saturday night the Visitor's Information Station presents an audio-visual or lecture and stargazing with an 11-inch Celestron telescope. Children encouraged to participate. Call (808) 961-2180. Free.

After Dark in the Park

Hawaii Volcanoes National Park presents its series of free programs in the Kilauea Visitor Center Auditorium at 7pm several nights per month. The series features cultural, geological, biological and historical presentations. Call 967-7184 for detailed monthly program information.

Historic Kailua Village Walking Tour

Presented by the Kona Historical Society tour the historic sites on alii drive including Hulihee Palace, Mokuaikaia Church and Ahu'ena Heiau. Learn about the significance of each site and what life was like in the early days of Kailua-Kona. Guided tours are given Tuesday through Saturday at 9:30am and Friday at 9:30am and 1:30pm. For reservations call 323-2005.

The Latest Kona Coffee Brew Hah

by Les Drent



As recognized as the Kona coffee industry has been of late, perhaps the most unrecognized part of the industry are those hard working Mexican coffee pickers who are now responsible for picking over 25% of the Kona coffee crop. From left to right: Bernabe Navarrete C, Jose Manuel Magaira, Miguel A. Meza Mozqueda (pictured on cover as well), Jorge Caravajal, Ramiro Magaira, and Lucas Magaira Gutierrez.

This past coffee season was certainly one that many around Kona will not soon forget. Between the wrath of mother nature and the controversy over Kona Kai's illegal Kona coffee counterfeiting scheme the small cottage industry in Kona was thrust into the national headlines.

It all began with the late Summer months of 1996 which brought one of the worst beginnings to the coffee harvest since the early 1950's. Lack of rain in the months of April and May contributed to this devastating start. Much of the coffee

cherry that was picked in the first round of the harvest did not pass minimum grading standards. This occurred because the coffee trees were without rain during the early months of the Spring when growth and bean development is critical. The results left farmers and millers with a crop that literally floated on water. These coffee cherries, appropriately enough called "floaters", lacked the necessary density to pass the State's minimum grading standards and were ultimately tagged worthless.

For those involved in the industry the already tight purse strings

were now pulled even tighter by natural factors that were simply beyond anyone's control. The results left some farmers with less than half of what they were normally paid for their coffee cherry. The mills were left with coffee that was unable to be sold, and roasters and retailers without a product to market.

For many old timers in Kona this horrible landslide of bad luck was not much of a surprise because it is widely known among their generation that the Kona coffee industry has for nearly a century been laden with busts and booms. A popular phrase used often to describe the Kona coffee industry is that it has never been one to bank on.

As the coffee bust was nearing an end in early November news of another sort exploded like a fire storm into the headlines of every major national newspaper. From the *Wall Street Journal* to the *San Francisco Chronicle* the announcement was made that Kona Kai Farms had been busted for a nearly 20 million dollar fraudulent Kona coffee scheme. On Thursday, November 7, 1996, Michael Norton, who owns Kona Kai Farms Berkeley, was indicted in U.S. District Court in Oakland on 12 counts of each of money laundering and wire fraud for allegedly passing off cheaper Central American coffee beans as high-priced Kona, and pocketing the profits. The indictment alleges that Norton directed employees to put coffees purchased in Costa Rica and Panama into bags labeled with Kona Kai Farms' trade mark and then sold them at the same prices charged for genuine Kona coffees shipped from Robert Regli and the Kona Kai Farms'

mill located in Kona, Hawaii. Other defendants are expected to be named in the case and it is widely believed that former Kona Kai Farms co-owner, Robert Regli of Kealahou, Hawaii, was both an active participant and partner in the fraudulent Kona coffee operation that spanned nearly ten years. The company name REGTON a.k.a. KONA KAI FARMS is believed to be derived from the first three letters of Robert Regli's last name and the last three letters of Michael Norton's last name.

REGTON d.b.a. KONA KAI COFFEE arranged the purchase of Central American coffee under the "front company" known and registered in Oakland, California as THE NAGOYA COMPANY. The prices of this cheaper Central American green coffee purchased ranged from \$1.80 to \$2.50 per pound and was resold as Kona coffee at a minimum price of \$6.00 per pound. Sources close to the case reveal that 99% of Kona Kai's sales and profits were made from the trade of the illegally rebagged coffee and that Kona Kai has probably received since 1987 in excess of \$20 million in revenues from the fraudulent scheme. Norton's salary from the operation netted him alone nearly \$800,000 annually.

Not only were Kona coffee consumers defrauded in the marketplace but damage was done to the Kona coffee community in Hawaii. For over 150 years the Kona coffee industry has built its reputation on the blood, sweat and tears of its hard working farmers who in many cases are generational descendants from upstart Japanese farmers that fled the oppressive sugar plantations in the late

1800's. It has been the ingenuity and painstaking effort of all those involved in this industry to maintain and further the popularity of 100% Kona coffee while preserving and protecting the name from counterfeiters.

Also paying the high price for this crime have been the millions of coffee drinkers around the world who have been misled into buying fraudulent Kona coffee. So overwhelming has this abuse been that the quality of the product has been tarnished by the bogus coffee being

sold as Kona. With only 1,800 acres of coffee being grown on nearly 500 small independent farms in Kona and only 2 million pounds of roasted product being produced annually it's probably true that many coffee consumers around the world have rarely tasted, experienced or enjoyed the real taste of 100% Kona coffee because of not only Kona Kai's wide spread deceptive rebagging practice but suspected others as well.

The news of the indictment shocked many, but some in Kona were

Simply the facts...

When the indictment of Michael Norton was announced Robert Regli, former co-owner and now president of Kona Kai Farms, claimed innocence in the matter involving the criminal activity of his partner. This claim which was voiced by Regli in the local West Hawaii newspaper as well as the Specialty Coffee Association newsletter is felt by many in Kona to be absurd. In a letter sent to *Coffee Times* we were able to obtain 25 pages of the affidavit that was used to indict Norton. Page 21 of the affidavit, which includes statements from sources inside the sting operation, links Regli to this illegal activity and reads as follows:

21. On September 24, 1996, agents from the U.S. Customs Service interviewed Source #4 who is currently employed at KONA KAI. During the interview, Source #4 stated the following:

(a) S/he has worked for NORTON since April of 1994, but has known him socially since about 1990.

(b) After a few months in the employ of KONA KAI COFFEE, s/he started noticing invoices that didn't make sense. Source #4 said that invoices for between \$100,000. - \$300,000., from KONA KAI FARMS were coming in, but without a corresponding shipment of coffee.

(c) In the summer of 1994, Source #4 asked Source #3 why they were getting invoices from Robert REGLI, when they were not receiving any coffee. Source #3 told Source #4 that s/he should assume the invoice are fakes. Source #4 questioned Source #3 about why NORTON asks her to issue checks to Source #3. Source #3 replied that s/he buys coffee through a "front" company named NAGOYA for Michael NORTON. Source #3 further advised Source #4 that this coffee is then rebagged into KONA KAI COFFEE bags.

(d) S/he eventually questioned NORTON about the invoices and rebagging issues. Michael NORTON told source #4 that he had found a way to make the business successful. Michael NORTON told source #4 that no one, not even the most sophisticated palette could tell the difference between the two coffees. Source #4 said Michael NORTON instructed him/her to only discuss matters dealing with the coffee with him.

not as surprised as Kona Kai for several years has been suspected of illegal activity in regards to their Kona coffee sales. *Coffee Times* first brought this story to the public's attention in 1994 when our magazine published a series of articles relating to the possibility of Kona coffee counterfeiting, and in particular drew attention to several suspicious comments made by then Kona Kai Farms co-owner, Robert Regli. A cartoon was even published depicting this illegal operation. What did surprise both

coffee industry. The second round of coffee harvest was beginning to arrive at the mills from the surrounding countryside and what was being milled out of that cherry husk left more than a little smile on everyone's face. The coffee quality was superb and like the heavy rains experienced from June through August the beans were large, dense and of unbelievable quality. Mark Mountanos of Captain Cook Coffee Company said, "its some of the best coffee I've seen in recent years, and after one of the worst beginnings

"Yes Kona Blend is deceptive, but deceptive in our interest."
Robert Regli, then co-owner, Kona Kai Farms, 1994

"Let's borrow from O.J.'s case- just because he did it doesn't mean he's guilty. Guilt is a legal definition and in my case there are different issues as to what I did."

Michael Norton, owner, Kona Kai Farms, 1997

Coffee Times and those suspecting Kona Kai of this activity was Uncle Sam's bold move to save the day, so to speak. For many in Kona it has been a long hard road of independence and not one that has ever relied on the support of either the local or Federal governments. For most the bust was a welcome moment in a season marred by the bad harvest. The action by the Federal government left many farmers in Kona with a renewed feeling that their product was under protection and counterfeiters would not be allowed to abuse the popular name Kona to sell coffee other than Kona.

As if the Kona Kai story was not enough to elate farmers for the rest of the season, another twist of fate fell kindly into the hands of the Kona

that anyone can remember."

In the later half of November it almost seemed like the coffee was falling out of the sky, and it was just about all passing the State's grading standards. Recovery? It will take a lot to recover from the beginning of the harvest but at the time this article was written in late February it seemed that everyone's drying decks were still maxed out with coffee. Coffee prices have gone up as a result of the bad beginning and the price of green coffee is in some cases being sold at \$9.75 per pound. Cherry prices are ranging from \$1 to \$1.20 and roasted retail prices are in some cases as high as \$28 per pound. It's estimated that it takes 100 pounds of cherry to produce 16 pounds of roasted product.

Driving down the fabled Mamalahoa Highway, a mountain road that connects the North and South Kona coffee regions, new plantings are aggressively beginning to appear. All along this road an air of health in the industry seems to now be radiating from within.

It's a special feeling when on one side of the road you have fifty year old coffee trees with their

knotted stumps in full growth and on the other side of the road open fields of young trees ready to take the industry into the next century.

When one stops to see where the beans have fallen after this year's coffee season it's obvious to all that the industry is in the best position it has ever been in. The sheer number of

people now involved with the production and sale of Kona coffee is growing, acreage is on the incline, and coffee prices look to remain stable. The fact that this strength in numbers has aided the Kona coffee industry of late has removed the monopolizing

effect that a few companies like Kona Kai have had on the industry. As for mother nature, her

effects will never be easily forecasted, but in the case of this year's harvest she returned a bountiful finish to a drought ridden start.

While you are visiting the Big Island one should not miss the opportunity to visit a working coffee farm. There are several that offer not only tours of their mills but serve some of

continued on page 43



LES DRENT



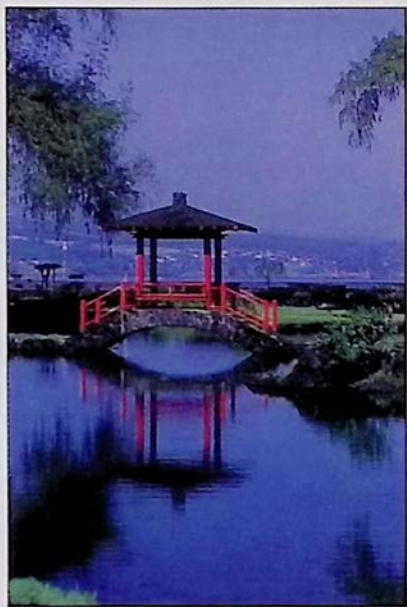
LES DRENT

Young coffee plants basking in the sun and gaining strength before they will be planted in the rocky Kona soil. Top photo is of a flowering coffee branch.

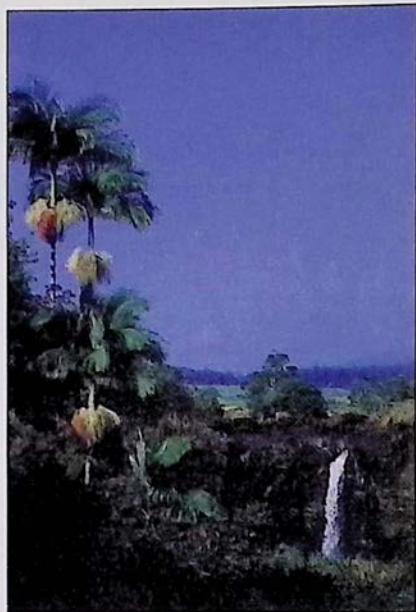
EAST HAWAII

AND OLD TOWN HILO

**LAND OF CASCADING WATERFALLS, RIVERS
AND BRIDGES TO THE PAST**



KIRK AEDER

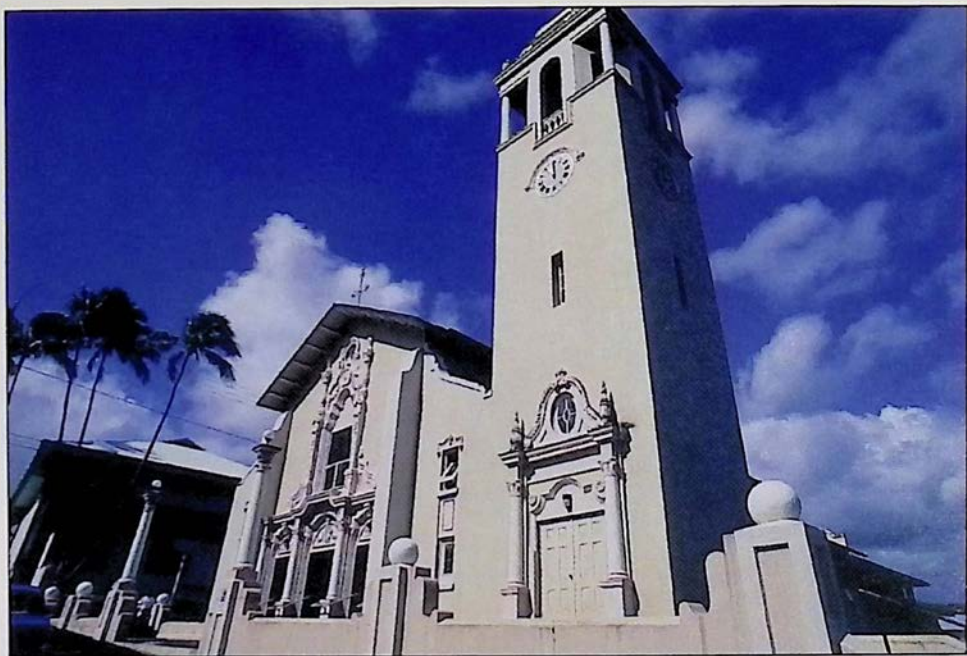


KIRK AEDER

When you talk about the old Hawaii, at least the one that hasn't been touched as much today by the long arms of commercialization and development, you cannot help but mention the East Coast on the Big Island. At the center of all this is old town **Hilo**. Hawaii's second largest city is seeing a revitalization of spirit thanks to the effort of the Downtown Hilo Organization who is busy restoring and preserving the storefronts of this yesterday town. Aiding this effort are the wealth of new businesses occupying Hilo's old buildings.

Adding to this old Hawaii feeling is the daily **Suisan Fish Market** Auction and the **Hilo Farmer's Market** which is held every Wednesday and Saturday in Downtown Hilo. Refer to the downtown Hilo map on page 22 for an interesting hike around some of the city's historic buildings and structures. It's fun to think about what the town was actually like around the early 1900's.

An easy to find waterfall is **Rainbow Falls** which is located inland along the **Wailuku River** at the north end of town. Follow the road running alongside the river to the Park where you won't have



Photos on opposite page are of a walking bridge in Liliuokalani Gardens located near Banyan Drive in Hilo and a waterfall along the East Hawaii coast. Saint Joseph's Catholic Church in downtown Hilo is pictured above. Facing page are koa bracelets at the Hilo farmer's market.

to walk far to see one of the area's most frequented sights. If you're lucky you will catch sight of a rainbow at the falls.

After leaving Hilo you don't want to miss the drive north to Waipio Valley which takes you over **scenic gorges** that were once crossed by cane hauling trains in the heyday of sugar cane production. The **plummeting waterfalls** and river mouths under the extensive bridge systems leading north up the Hilo Coast are definitely an

awesome sight. On this drive north is **Onomea Bay** located along a 4 mile coastal scenic route. The lush ravines and botanical gardens are brilliantly picturesque along this coastal road and is well worth the detour.

Akaka Falls State Park and the village of **Honomu** can be reached by taking Hwy. 220 off of the main route, Hwy. 19 north. Once you reach the Park a short paved hike will take you past a



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Places of Interest

A great place to start your tour of Hilo is at **Mauna Kea Galleries**, located at 276 Keawe Street in the old Court Mauna Kea Building. The gallery hosts many vintage Hawaiian and Polynesian



paintings, artifacts and ephemera and is open daily. See their ad on page 3. Up the coast in the town of Honomu and near Akaka Falls is **Akaka Falls Inn & Gift Gallery** located in the restored 1920's Akita Store building. Hawaiian crafts and gifts are just a few of the locally made items guests will find in the gallery. Also featured are original works of art and prints by Island artists. In addition to the gift gallery is a deli that will prepare a picnic lunch for your trip to Akaka Falls. Food items include sandwiches, pastries, cold drinks and coffee. If you are looking for overnight accommodations the gallery will also open its new B&B on May 1st. When you are done sight seeing the best lodging around Hilo can be found at the magnificent and luxurious **Hale Kai Bed and Breakfast**, located on the bluff above the ocean overlooking Hilo's premier surf spot, Honolii. Expect nothing less than gourmet island breakfasts and plenty of privacy. Hale Kai also has available a private cottage facing a pool and ocean. The owners, Evonne and Paul Bjornen are knowledgeable hosts and are always willing to lend a personal travel tip to their guests. After touring the area, you may find yourselves in love with Hawaii and you may want to acquire your own piece of paradise. Contact **Heather E. Hedenschau (R) of Savio Realty Ltd. Better Homes Gardens**. It might surprise you just how reasonable property in East Hawaii can be!



network of smaller waterfalls and colorful tropical foliage to the plummeting Akaka Falls. Its accessibility and grand size make Akaka Falls a popular stop along this eastern coast. The historic town of Honomu boasts many old storefronts from the days when sugar was king. The drive and hike to Akaka Falls will only take you out of the way for an hour but you might just find

yourself passing more time over an ice cream and a pleasant cool breeze in the quiet town of Honomu.

Akaka Falls Inn & Gift Gallery

P.O. Box 190, Honomu, Hawai'i 96728-0190
(808) 963-5468

28-1676 Mainstreet Honomu

Gift & Art Gallery • Deli • Picnic Lunches
call ahead to order your picnic lunch

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2 BD
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Condo
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**Hale Kai
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Double occupancy is \$85 and up

★ ★ ★ ★ AAA approved

A 4 Star Bed & Breakfast on the bluff facing the ocean and overlooking Hilo Bay and Honolii surfing beach
VERY PRIVATE, POOL, HOT TUB, BREAKFAST,
Kona Coffee, Private Baths, Well Decorated Rooms
111 Honolii Pali, Hilo, HI 96720

Ph. (808) 935-6330 / Fax 935-8439

Pahoa-Puna

a town of quaint shops, local food, arts, crafts, and theater surrounded by a countryside filled with natural treasures.



PHOTO COURTESY CITIZENS OF PAHOA

Downtown Pahoa during the 1920's. Today the town still retains the same look but with a new group of businesses. One of the favorite small towns to visit on the Big Island.

For visitors who want to experience the true feeling of old Hawaii, **Pahoa village** holds the key to this untouched past. First a rugged sawmill town then a sugar town and also a crossroad on the old railroad, Main Street Pahoa has maintained its western style storefronts and wood boardwalks in a charming turn of the century Victorian style.

Quaint shops from surf, to curio and restaurants that span the flavors of the globe from Thailand, to Mexico, and Italy, make Pahoa Village one of the most pleasurable shopping

and dining stops on the Big Island. Every restaurant in Pahoa is owner operated, guaranteeing diners the best in food preparation. Lodging in Pahoa is alternative as well. The historic Village Inn, built in 1910, housed some of Puna's earliest travellers and still operates today. The rooms are clean and spacious with vintage victorian decor. Call ahead to any of the friendly shops to learn of any special events scheduled during your visit. Pahoa has the reputation of holding some lively and entertaining performances both on its Main Street and at the **Akebono**

Places of Interest

One of the nicest things about dining out in Pahoa is that you are guaranteed to get an authentic plate of food at most of its restaurants. At



the **Godmother Italian Restaurant** New York native and owner Liz Cestare has brought not only the taste of rich pasta but a little Big Apple character to this little Hawaiian village. At **Nuang Mai Thai Kitchen** diners have the opportunity to experience the flavors of the far east by another transplanted native. Owner and chef Alisa Wade, born and raised on a farm in northern Thailand has created the venue for what this publisher regards as the best tasting and best priced Thai-food on the island. If you wish to experience yet another international style of cuisine why not try **Luquin's Mexican Restaurant**, the busiest and most popular local dining spot. A full bar, fast service, and a lively atmosphere are all guaranteed by Salvador Luquin, owner, chef and former Mexico native. The great food at Luquin's is also very reasonably priced.

Theater. Hawaii's oldest theater.

The countryside surrounding Pahoa is filled with natural wonders

like the **Lava Tree State Park**, steam vents, groves of papaya trees and black sand beaches along the rugged Puna coast.

From the bays at **Isaac Hale Beach Park** to

the area of Puna once known as **Kalapana** the coastal road, **Route 137**, winds through untouched pine forests, open pastures and dense tropical

foliage. While traveling on 137 you will also pass seaside pools and quiet fishing spots perfect for picnicing or a relaxing

snooze. It's no wonder that many tour guides around the Big Island tout Puna as the most scenic and rural area of the Big



Island. Visitors are warned however that a prolonged stay in this Aloha time capsule may make leaving a very difficult task.

Naung Mai

Thai Kitchen

"We serve Cheng Mai, Bangkok & Phuket style cuisine."

Vegetarian Entrees offered

Located in downtown Pahoa

Sat - Mon 4:30 - 8:30pm

Tue - Fri 2 - 8:30pm

965-8186



The Godmother

Breakfast: 8-11am,

Lunch: 11am-3pm,

Dinner: 5-Closing

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HOMEMADE

Delicious authentic
New York-style Italian cuisine
Pahoa Village

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Big Island Lodging Guide

The next few pages is a regional listing of Bed & Breakfasts, Inns, and Vacation Rentals around the island of Hawaii. You are sure to enjoy their hospitality and Aloha.

1. Suds' Acres Innkeepers: Anita & Oliver

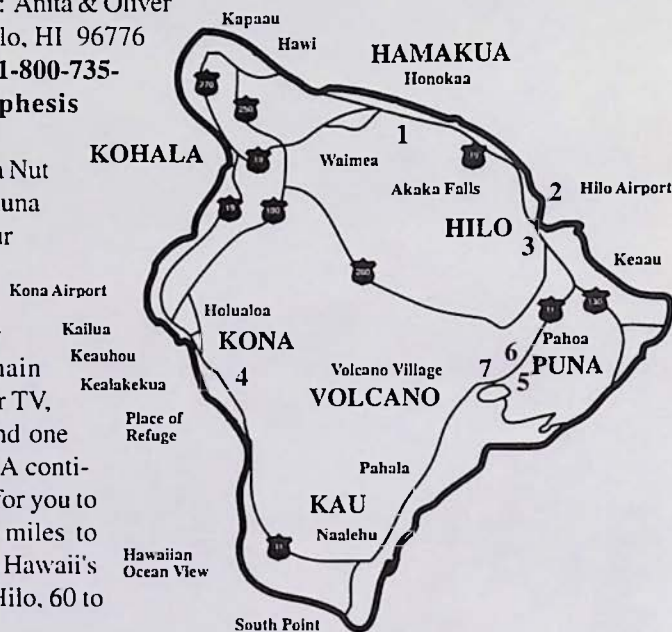
Suds, P.O. Box 277, Paauilo, HI 96776

Ph/Fax: 808-776-1611, 1-800-735-

3262 e-mail: aphasis

@interpac.net

Situated on our Macadamia Nut farm on the slopes of Mauna Kea at 1800' elevation, your choice of the privacy of our cozy rustic cottage w/ complete kitchen or accomodations in our main house, each unit with color TV, microwave, coffee pots and one is wheelchair accessible. A continental breakfast provided for you to enjoy at your leisure. 5 miles to Honokaa. 15 to Golf, 30 to Hawaii's best beaches, 40 miles to Hilo, 60 to Kona. \$65 dbl.



2. Hale Kai B&B Innkeepers: Evonne & Paul Bjornen, 111 Honolii 6330 Fax (808) 935-8439

This AAA approved 4 star B&B overlooks beautiful Honolii surfing beach and Hilo Bay. All private baths, cable TV, ocean front views, pool & hot tub, full breakfast-quiet area. Guests treated as family. 100% Kona coffee served. Chosen among top 100 B&B's in USA and Canada. Rates: \$85

and up dbl. occupancy. 2 miles from Hilo. Also available is an ocean front 2 bedroom 2 1/2 bath deluxe penthouse. \$2,000/month.



3. Wild Ginger Inn 100 Puueo St., Hilo, HI 96720 Ph: (808) 935-5556, 1-800-882-1887

Conveniently located across the Wailuku River from Historic Downtown Hilo. Beautiful view of Hilo Bay with bamboo-jungle

Spring/Summer 1997

stream area and large garden yard. All rooms in this old Plantation style building are clean with private restrooms, shower, and refrigerator. Standard rooms cost \$39-\$44, and include Hawaiian style buffet breakfast. Ask about our deluxe rooms and extended stay discounts.



4. Merryman's B&B P.O. Box 474, Kealahou, HI 96750 **Ph: (808) 323-2276 1-800-545-4390**

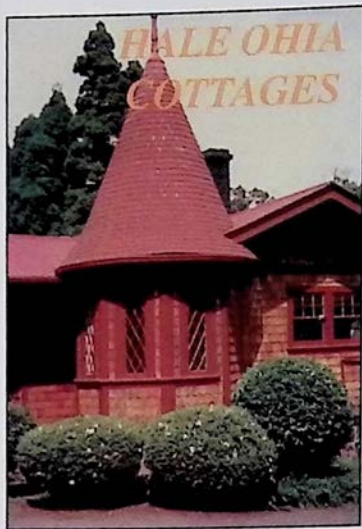
Charming ocean view B&B in Kealahou, minutes from the best snorkeling. Enjoy immaculate, spacious rooms furnished w/ antiques & fresh flowers. A delightful Hawaiian breakfast of fresh fruits, chef's special & Kona coffee is served each morning. Snorkel gear & beach supplies provided.

5. Carson's Volcano Cottage Innkeepers: Tom & Brenda Carson, P.O. Box 503, Volcano, HI 96785 **Ph: (808) 967-7683 1-800-845-LAVA, Fax: (808) 967-8094 email: carsons@aloha.net**

http://www.carsonscottage.com

Explore Hawaii's Volcano Natl. Park & stay in a fairy land forest of giant tree ferns & flowers. Private Romantic Cottages & Guest Rooms decorated with our collectables and antiques. • Woodburning stoves • Private Hot Tubs • Hearty Breakfast • Family Vacation Homes • Amenities without the price \$70 - \$145. Experience the true fantasy of Hawaii.

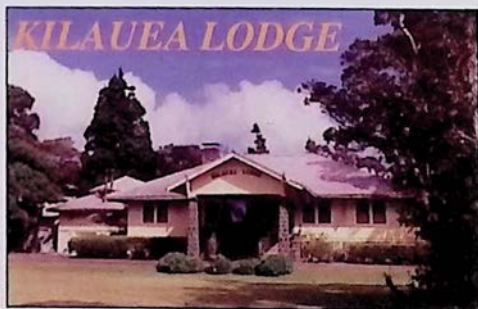
6. Hale Ohia Cottages Innkeeper: Michael Tuttle, Box 758, Volcano, HI 96785 **Ph: (808) 967-7986, 1-800-455-3803**



Noted in the NEW YORK TIMES, the SO-PHISTICATED TRAVELER, historic hide-away, unique architecture, garden setting, fireplaces, heated Japanese Furo, breakfast brought to your room. All accommodations have private baths. One mile from Natl. Pk., Rates: \$75 to \$95.

7. Kilauea Lodge Innkeepers: Lorna & Albert Jeyte, P.O. Box 116, Volcano, HI 96785. **Ph: (808) 967-7366 Fax: (808) 967-7367**

Popular mountain lodge and restaurant set on ten acres of forest and formal gardens. Romantic rooms and cottages with private baths, central heat for the cool mountain evenings, many with fireplaces. Common room with VCR, library and games. Original art. Full breakfast included. Fabulous fireside dining nightly.





**Soft Sands
of Hapuna
Beach**

KIRK AEDER

Fresh Produce of Hamakua



KIRK AEDER

Hilo's Palace Theater



KIRK AEDER

Hot Lava

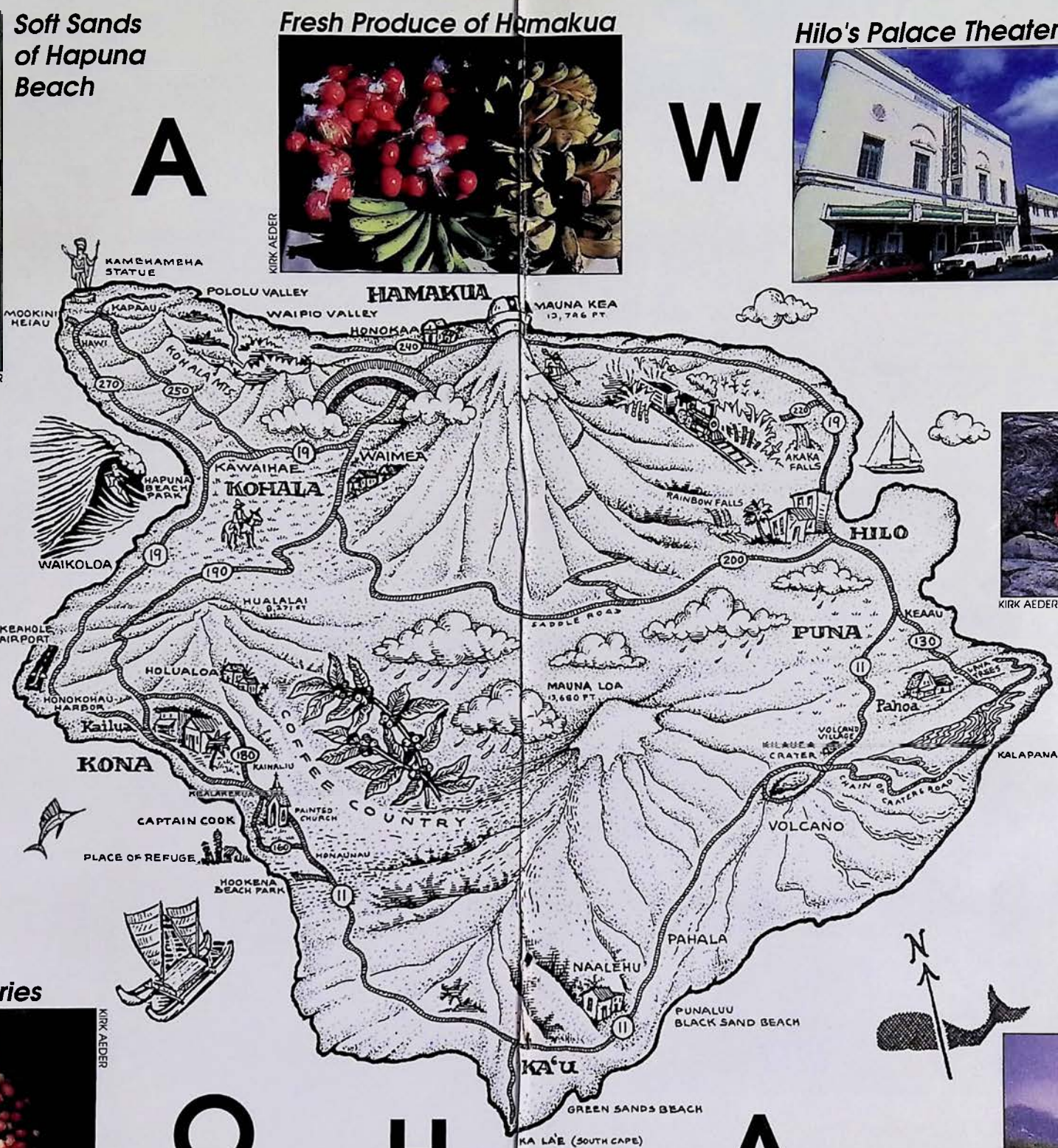


KIRK AEDER

South Point Wave



KIRK AEDER

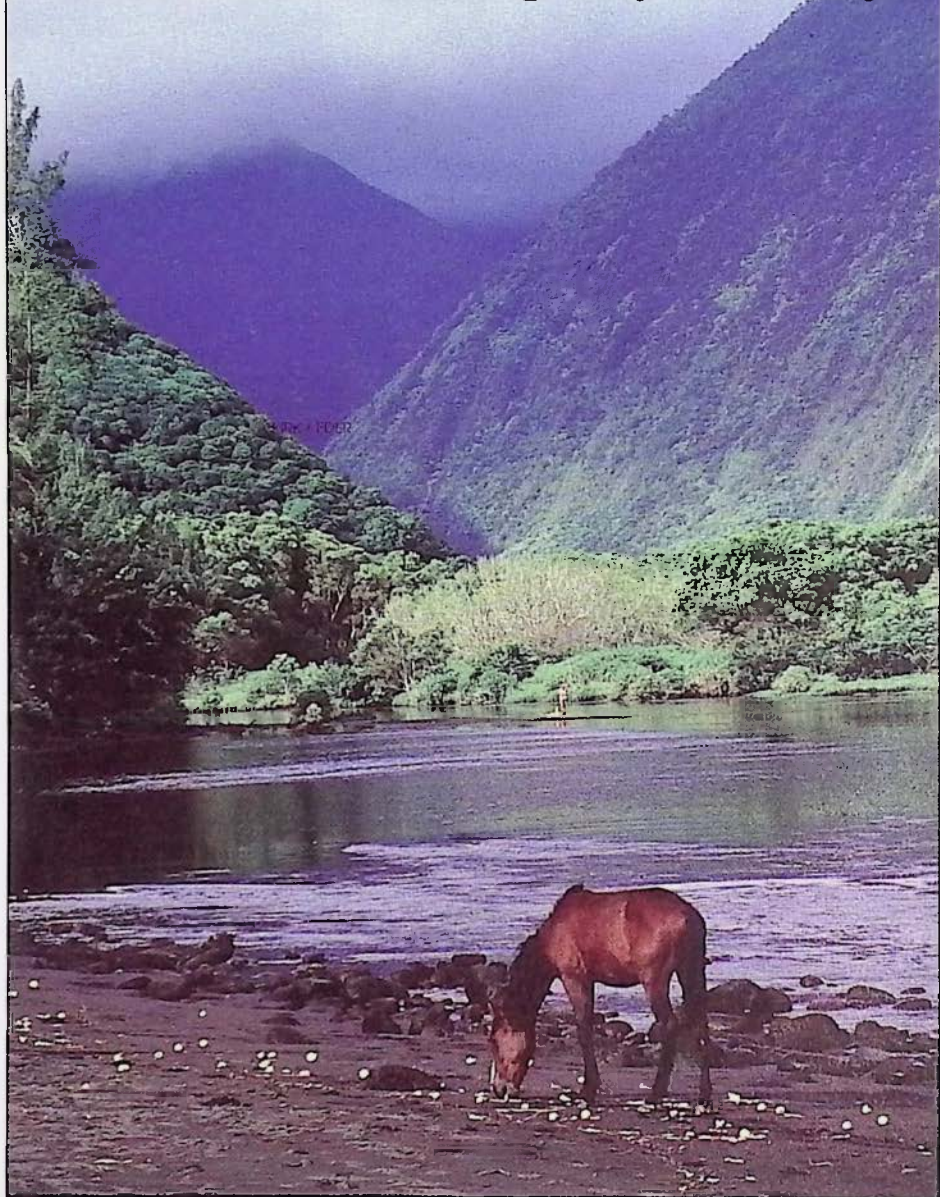


Kona Coffee Cherries



KIRK AEDER

Sugar · Nuts · Waterfalls · Tranquility
Honokaa-Hamakua
 Curio · Tradition · Simplicity · Sincerity



KIKI ALDER

For years the town of Honokaa sat idle, its home town theater empty, local store fronts ghostly quiet, and streets devoid of the bustle that

once rumbled down **Mamane Street** during the boom days of the **Hamakua Sugar Company**, an industry that for the last century has been the life blood

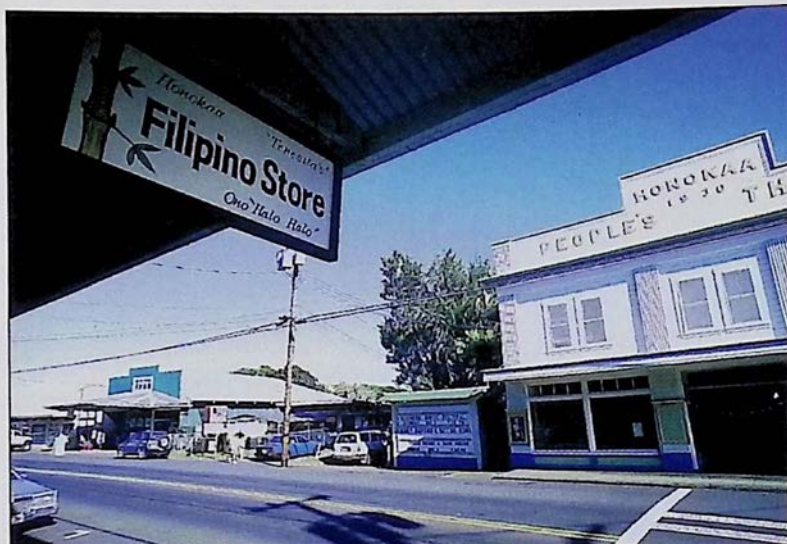


Photo on opposite page is Waipio Valley and one of the many wild horses that roam the valley floor. Above is Honokaa's People Theater as seen from the steps of the Filipino Store. Below is a church in Honokaa.

of the people in this region. Since the decreasing activity of sugar production over the years and the recent decision to halt sugar production altogether, the local citizens of Honokaa have redirected their energy and begun one of Hawaii's most spirited movements of rejuvenation.

In the old days during the earlier part of the twentieth century it was only by train that one could reach the town of Honokaa, which was the third largest city in the territory of Hawaii. From Hilo, vacationers and soldiers on leave from Uncle Sam's army would take the train ride north to Honokaa where night life was king. A dance hall

was even built above the **Botelho building**, the first car dealership in the town.

Included in this new Honokaa is the town's farmers market that has become a weekly event in the downtown area in front of the Botelho Building. The market is open each

Saturday of the month. As Hawaii's old theaters are becoming more and more popular, the citizens of Honokaa enjoy their own **People's Theater**. The doors of the theater are opened for feature films every Friday, Saturday and Sunday evening at Honokaa's historic theater.

Outside of Honokaa town heading north to

KIRK AEDER





KIRK AEDER

Aerial view of waterfalls in the valleys between Waipio and Pololu.

Waipio Valley the landscape changes dramatically. A series of deeply cut valleys edge the coastline all the way to Pololu Valley, the tip of the North Kohala region. No roads exist here only rough trails leading up and down the valley rifts which should not be traveled by inexperienced hikers. The hike to Pololu Valley from Waipio takes even the most experienced hiker several days to complete.

Legend has it that it was in Waipio Valley, "the land of the falling

water", that the great **King Kamehameha**, as a young boy, received his leadership training and first learned to surf. Today, family ohanas, "houses", still dot the landscape which is separated by a river that leads into the open sea. Local farmers and their families continue to make their way of life from farming **taro** and fishing off the sandy shores of this peaceful and remote valley floor. Outside of Waipio Valley and Honokaa town are other early and small settlements of the Hamakua region such as **Paauilo, Kukuihaele** and **Laupahoehoe**. These towns are all filled with a rich and local culture that happily survives in this region of the Big Island. The Hamakua Coast is a jungle of botanical splendor.

Old doors and new businesses will continue to open in Hamakua as a period of positive change continues to sweep through the land.



**FINE QUALITY BAKERY
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Located minutes from Waipio Valley. Fresh pastries, macadamia nut desserts, cookies, croissants, focaccia's, fresh sandwiches daily.

Snacks & Light Lunches
and the Bakery's own Gift Shop.

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Mamane Street, Honokaa

Places of Interest

Outside of Honokaa town on Highway 19 is one of the Big Island's busiest local dining spots, **Tex Drive In**. This local diner is a



popular place to stop for locals and visitors alike as it features both Hawaiian and American cuisine. The menu includes everything from hamburgers to malasadas, including fresh fish plates and rice. Service is quick and the atmosphere bustles making Tex a fun and tasteful stop for lunch. Before heading on to Waipio Valley make sure you stop in at **Mamane Street Bakery** for a mouthwatering treat. Owner/baker Ely Pessah, keeps his bake case filled with breads, pastries, and other delectables like Portuguese Sweet Bread and Money Macadamia Nut Bran Muffins. The aluring smell of freshly brewed espresso and cappucino also lingers. Also, try Ely's famous macadia nut pie by the slice, its great!

Visitors wanting to see some of the very best in art should make **Amaury Saint-Gilles Contemporary Fine Art** a definite stop on their tour along the Hamakua Coast. New shows regularly feature original work from Hawaii & the Pacific Rim, many showing exclusively at this Honokaa gallery run by its' namesake owner, author of a half-dozen books on Japanese arts. Also located in Honokaa is the **Bad Ass Hawaiian Macadamia Nut Factory** which is located down the hill from Jolene's Kau Kau Korner. Hawaii's oldest macadamia nut mill allows visitors the opportunity to view the inner workings of a macadamia nut factory. Macadamia nut creations fill the store shelves and will undoubtedly make your taste buds dance when you try them. Also featured is the factory's own bake shop as well as a complete line of Bad Ass Coffee.

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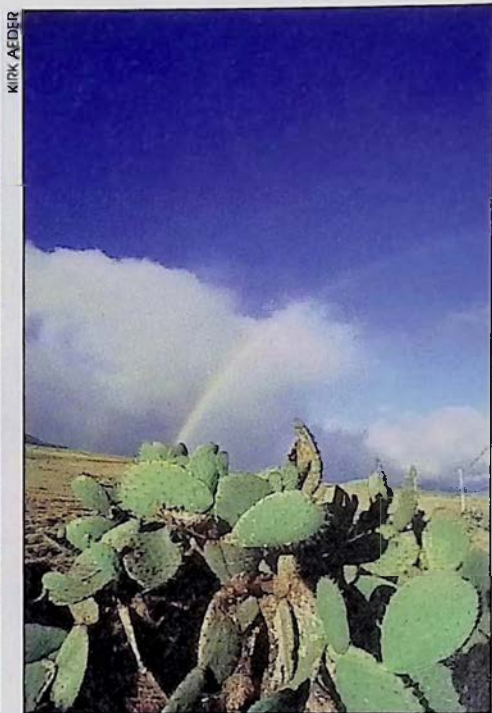
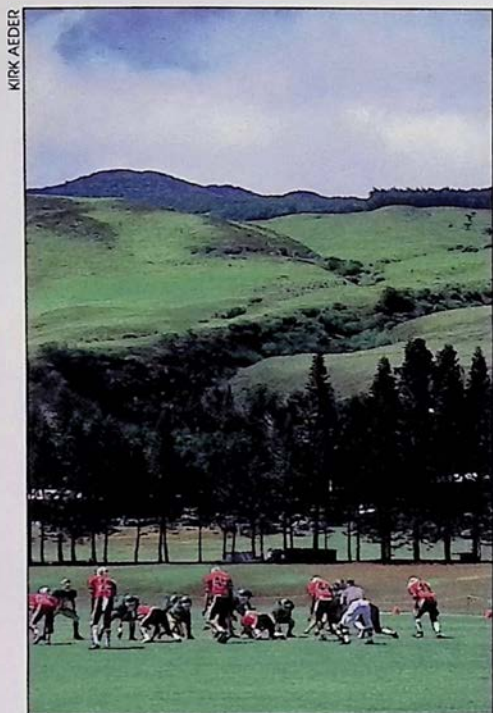
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Upcountry Waimea

Hawaii's Paniolo Town



Above photos are of a high school football game at Hawaii Preparatory Academy in Waimea and a rainbow and cactus in the high country of Mauna Kea. Opposite page photo was taken along Saddle road where the land is mostly used for ranching.

Between snow capped **Mauna Kea** and the Kohala mountains the green hillsides of North Kohala roll along under wispy white clouds, and afternoon rainbows that frequently stream their way from the skies above Waimea. Inside this landscape herds of grazing cattle can be seen meandering their way through sloping pastures filled with cactus and dry underbrush as Hawaiian cowboys called **paniols** still ride horseback and

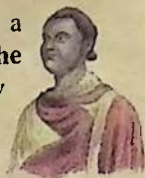
work the ranges.

Ranching began in this region of the Big Island after King Kamehameha appointed, in 1815, a young seaman named **John Parker** to hunt and shoot the herds of wild cattle whose population had grown uncontrollably since their introduction to Hawaii in 1793. Parker, who accomplished his mission, managed to domesticate a herd of his own before marrying a Hawaiian chiefess. The

Vast Upcountry Pasture Lands and Ranching, Under a Snow Capped Mountain

Places of Interest

Begin your tour of Waimea with a cup of coffee and a bite to eat at **The Waimea Coffee and Company** located on Hwy. 19 at Parker



Square. The coffee shop boasts the Big Island's largest selection of gourmet coffees from around the world as well as a healthy selection of breakfast and lunch items which includes croissants, pastries, soup du jour, sandwiches, salads and a gourmet groceries pantry.

marriage helped Parker to acquire the land that would later be used to found his 250,000 acre ranch in 1847. Today's existence of Parker Ranch as one of the largest ranches in the United States gives the outsider an idea of the magnitude of its size.

Today, the town of Kamuela, more often referred to after its district

name Waimea, is a town that still surrounds itself with a ranching lifestyle. The brightly colored Victorian houses and shops, tidy yards filled with flowers and skeleton remains of wagons and wheels gives visitors the opportunity to see yet another sphere of the diversity of cultures that exist in Hawaii.



WARNING:

Watch for falling fruit
while driving around the
Big Island.

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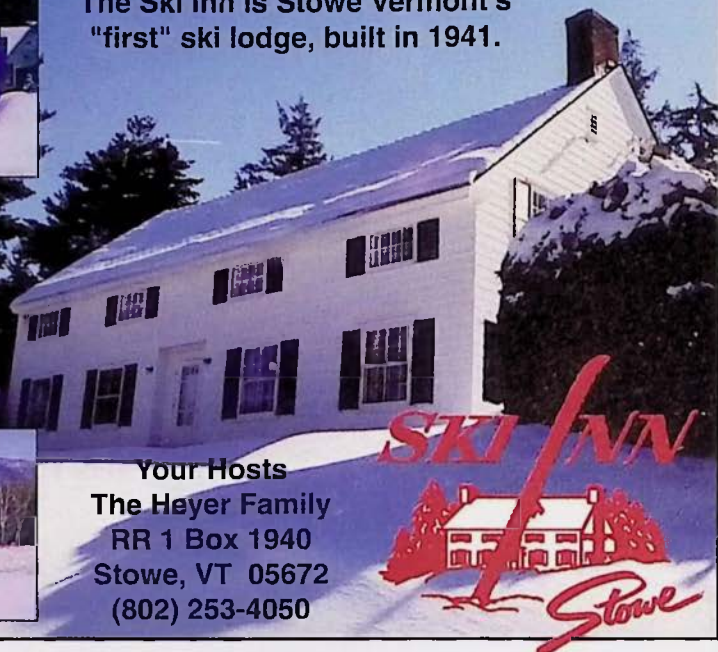
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Circle Island by Airplane



continued from page 26

the best coffee found anywhere on earth. Perhaps the best part of the tour however is the chance to partake in some of the best "talk story" found anywhere in the islands.

As for buying 100% Kona coffee don't be frightened about what you are buying, simply know who you are buying from. There are many in Kona proud of the coffee they produce and eager to please you with not only their product but reputable service as well.



David Spencer of Greenwell Farms giving guests a guided tour and explanation of Kona coffee production.

One Farmer's Opinion

by Lee Sugai

Before the Second World War, coffee roasters used large percentages of Kona Coffee in their blends to improve the taste of their coffee products. Today, large coffee roasters blend foreign coffee with miniscule percentages of Kona Coffee just to use the highly reputable and extremely marketable Kona Coffee name. In 1995 approximately 5,085,960 lbs of green foreign coffee was imported to Hawaii. About 95% of this coffee was blended with 10% Kona Coffee to create "Kona blends."

If the major blenders really used the required 10% Kona to make the blends, they should have purchased 536,800 lbs of green Kona Coffee. This would have brought about \$3,456,992 to the Kona coffee farming industry. However, if blenders instead used 51% Kona coffee (a figure that consumers and most farmers would agree upon as a reasonable and ethical minimum amount of Kona Coffee that should be used in making a Kona blend), instead of only 10%, a total of 2,415,831 lbs of green Kona coffee would be used to make Kona blends. This would bring about \$15,557,951 back to the farming community in Kona. Of course blenders would argue that they would sell less coffee because they would have to charge higher prices. Conversely, astute consumers would happily purchase a better tasting product knowing they would be getting good value for their money. This would also increase the number of the important repeat customers for retailers. When facing heavyweight newcomer Starbucks, it might do the blenders some good to lean toward Kona quality and more ethical standards.

If blenders were to even sell just half of the present amount of Kona blend being sold currently, with 51% Kona coffee, that upgrade would still bring \$7,778,975 to Kona - more than twice the amount of dollars currently reaching the Kona coffee industry through blending.

This opinion has been offered by Sugai Kona Coffee, a kamaaina family company, with over 80 years in the Kona Coffee Industry, who farms, processes, and roasts 100% Kona coffee. Responses are welcome at (808) 322-7717 or e-mail: kona@ilhawaii.net

Coffee Times

Behind the Magazine



Kirk Lee Aeder is a world renown ocean sports photographer who moved to the Big Island nearly four years ago. He previously lived for ten years on Maui. Besides his stunning photography of the Hawaiian Islands, Kirk travels regularly to far off places like Japan where he shoots photos for a variety of travel magazines. As a photo journalist, he is currently the overseas editor for *Surfing World* magazine in Japan, and has been published frequently in American publications like *Sports Illustrated*, *Outside*, and *Endless Vacation*.



Betty Fullard-Leo, as a freelance writer, has been covering Hawai'i culture, travel, art, food and lifestyle for fifteen years. A 1980 graduate of the University of Hawaii school of journalism, she is contributing food editor for *Hawaii* magazine, and a frequent contributor to other Hawaii-focused magazines, books and newspapers, such as *Aloha*, *Spirit of Aloha*, *Fodor's Guides* and *Los Angeles Times* special sections.



Sophia Schweitzer lives in North Kohala on the Big Island of Hawaii and is a freelance writer. She writes about food, health, travel, and Hawaiian history. She also writes fiction and teaches math to the young people of Kohala. Her business, *The Write Answer*, provides research, resume and biographical services.



Les Drent, a proud member of the notorious generation X, is founder and publisher of *Coffee Times*, the alternative guide to the Big Island of Hawaii. He is a New Hampshire native and 1991 graduate of the College of Wooster and has lived in the village of Holualoa on the Big Island of Hawaii for the past five years. Besides publishing Les also roasts, sells, and is a proud advocate of 100% Kona coffee. In his free time he enjoys surfing, travel and an occasional game of inline hockey at Old A's.



In 1881 Mr. William Purvis sailed away from the Australian shores to plant the first macadamia nut in Waipio Valley on the Big Island Hawaii.

PLUMP PERFECTION

The Macadamia Nut

by Sophia Schweitzer

Creamy crunch. Sweet-salty surprise. Shapely kernel of butter and bite. For hundreds of years the macadamia nut tree, *Macadamia Integrifolia*, grew quietly in the inner rain forests of Australia. Only the aborigines, as hunters and gatherers, feasted on the treasure inside the thick, green husks.

No one knows for sure which westerner "discovered" the nutritious qualities of this sheltered fruit, named after Dr. MacAdam, in 1877. Some

say, a teenage boy. He was collecting fallen husks for Walter Hill, director of the botanical gardens in Brisbane, Australia. The boy stuffed the cracked nuts in his mouth. Walter Hill tried for himself, and tasted a fortune.

We do know, that in 1881, Mr. William Purvis sailed away from the Australian shores to plant the first, precious macadamia nut in Hawaii, at Waipio, on the Big Island. Interestingly enough the planting was only for beauty and not for the nuts. A few

Some Nutty Figures

This year Hawaii is expected to produce 50 million pounds of "wet" unshelled nuts, which is 60% of the world's total supply. The net value of the crop is expected to be \$37 million dollars. The Big Island hosts 90% of Hawaii's orchards on nearly 20,000 acres.



LES DRENT

Workers at the Gold Coast Macadamia Nut Factory in Honaunau sort through husked macadamia nuts. Defects and unmilled nuts are sorted out. The goal of every processor is to produce unbroken macadamia nuts.

March 1997

years later, the brothers Jordan introduced the macadamia in Honolulu, interest in the unusual taste exploded with popularity. Even so, today, this dessert nut of nuts remains relatively rare and expensive. Why? Here are some of the hard-shelled facts.



Macadamia nut trees don't produce a crop until they are in their fifth year, and even then the tree needs another seven to ten years to reach peak production.

The notorious, raging winds of Hawaii are lethal to the mac nut tree, and harmful critters, encouraged by a humid climate, adore to chew it alive.

Despite modern technology, macadamia nuts, after they drop to the ground accompanied by a flutter of thorny leaves, have to be harvested by hand.

The nuts are embedded inside a rock-hard, brown shell, which itself nestles inside a smooth green husk. Both layers have to be removed. Have you ever tried to crack a mac nut shell with a hammer? The delicate balance between precision and force determines whether the nut will smash to pieces or will remain whole. It has taken years to design mac-nut friendly cracking devices.

Nevertheless, Hawaii covers more than 60% of the world's total production! Hawaii expects to harvest 50 million lbs. this year of "wet" unshelled nuts. Net value is expected to grow to \$37 million dollars. The Big Island hosts 90% of Hawaii's

orchards on nearly to 20,000 acres. Hawaii's specialty however, is not the nut itself, but what a nut can do to other foods. For example, we have a \$100 million dollar chocolate-macadamia nut industry booming!

No need to describe the taste buds' delight when hit with a roasted, salted or chocolate-covered macadamia nut, a hint of macadamia in coffee and liqueurs, in ice cream, cookies and muffins. No need to rave about cosmetics that use its soothing oil. Or how much it has contributed to Hawaii's Regional Cuisine. But did you know that macadamia nuts are really good for us?

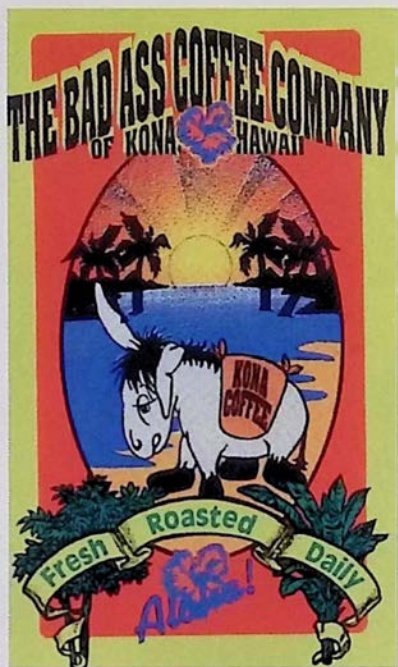
Gobbling seven macadamia nuts equals eating one and a half slices of bread. Think twice if you are counting calories. That fat, however, is mostly good fat and is 80% mono-unsaturated. Recent research proves the mac-nut might improve cholesterol counts. The nut is also high in calcium, essential minerals, Vitamin A and even has some protein. So don't hold back!

Ono grinds. Plump perfection. Magnificent Macadamia.



COOL BEANS

by Naomi Hazelton



It was a combination of an old Hawaiian legend and the history of a donkey working on the coffee plantations in Kona that led to the name and ingenuity of the Bad Ass Coffee Company. The largest purchaser of Kona Coffee on the Big Island of Hawaii, Bad Ass Coffee is owned and operated by Dennis Lovell and Michael Bilanzich. The company is dedicated to preserving and promoting the Kona Coffee Industry.

The company has 22 stores throughout the islands and the mainland. One may choose from a variety of freshly roasted and hand-packaged Kona coffee beans and an array of creative and uniquely designed Bad Ass logo items.

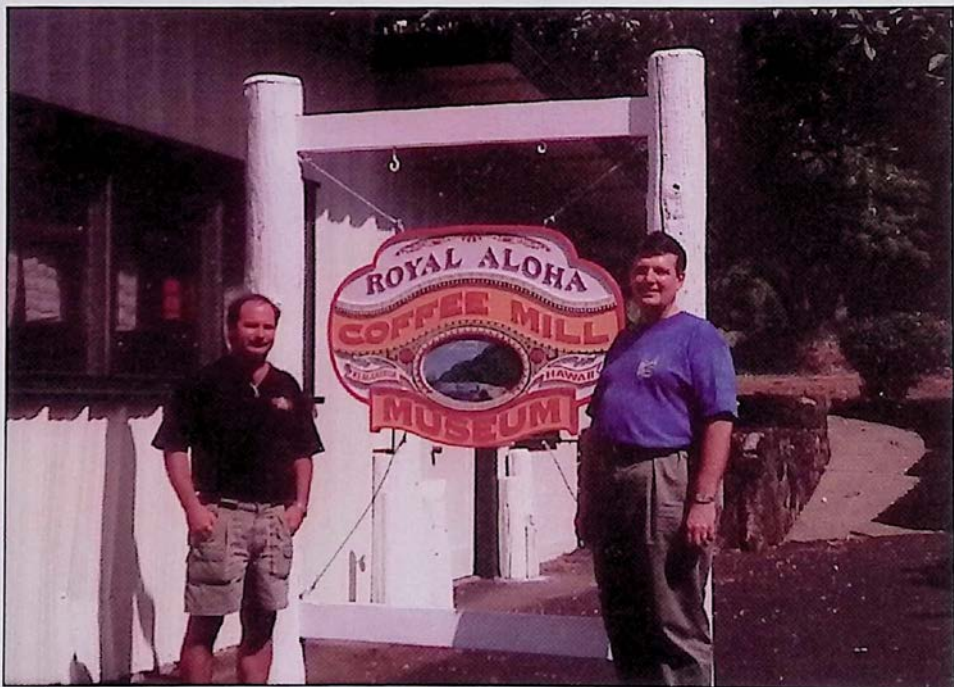
Originally from Louisiana, Dennis Lovell was enticed by a personal vision to someday see the Kona Coffee industry blossom by means of creating his own small business. In 1990 his goal became a successful reality. Starting out with a paper bag in one hand and a metal scoop in the other, he carefully selected, roasted packed and labeled his own Kona coffee beans in a small coffee shop in the town of Kainaliu. It was a terrible little hole in the wall... when it rained the roof leaked... when it was hot... there was no air conditioning. He roasted all the coffee in a small 20 pound roaster inside this shop. When he would roast the

smoke would billow out the door and the customers would fight the smoke... or whatever necessary to get in. He eventually purchased a 120 pound roaster, rented a warehouse, expanded his inventory and began to sell his coffee beans wholesale throughout the Hawaiian Islands as well as to thirsty mainland customers.

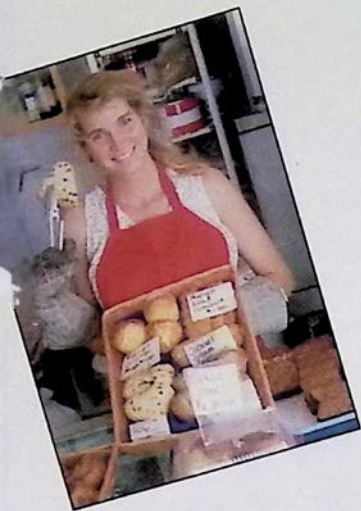
Six years later Michael Bilanzich, a native of Utah, joined the Bad Ass Coffee Company team. After meeting Dennis, Michael too became inspired with the "Bad Ass Vision." He purchased four of his own licensed Bad Ass Coffee Shops, but that wasn't enough. He became part owner of the Bad Ass Coffee Company and opened the first mainland distribution center for Bad Ass Coffee in Salt Lake City, Utah.

The Bad Ass Coffee Company supports local farmers by purchasing directly through the Farmers Cooperative as well as various local farmers. It also supports these farmers by participating in a Kona Coffee Certification program operated by the County of Hawaii.

What's on the horizon for The Bad Ass Coffee Company? Currently in the works is a full color catalog to be released by this Spring. This will include a mail order form for the purchase of all products. Also for a limited time, they are offering an exciting new licensing program for individuals who want their very own BAD ASS COFFEE SHOP. Check out their interesting web site on the internet featuring all of the accurate description of all its store locations... or better yet... stop by the nearest BAD ASS COFFEE SHOP. If you need information feel free to call the business office at (808) 322-2825 or fax them at (808) 322-8004.



Master roaster, Greg Sutton (left), and co-owner, Michael Bilanzich (right), at the Royal Aloha Coffee Mill and Museum. According to Greg, who spends just about every waking moment roasting, the amount of coffee he cooks daily is almost not enough to fill the demand.



Taste of Hawaii

Banana Crisp

Ingredients:

- 8 bananas, peeled & sliced
- 1/2 oz. flour
- 2 oz. brown sugar
- 1 tspn. cinnamon
- 1 tbspn. lemon juice

Toss together all ingredients with hands, press into an oven proof glass baking dish. Top with streusel.

Streusel

Ingredients:

- 8 oz. butter
- 8 oz. white sugar
- 4 oz. brown sugar
- 10 oz. all purpose flour
- 4 oz. oatmeal

Blend all ingredients together to form a meal. Bake crisp at 375° for 15 to 20 minutes. Serve warm with vanilla ice cream or yogurt.

Recipes provided exclusively for Coffee Times by Heather Campbell of the Four Season's, Hualalai. Friend to Les Drent, Heather's recipes are inspired by truly the world's greatest coffee, Coffee Times 100% Pure Kona Coffee.

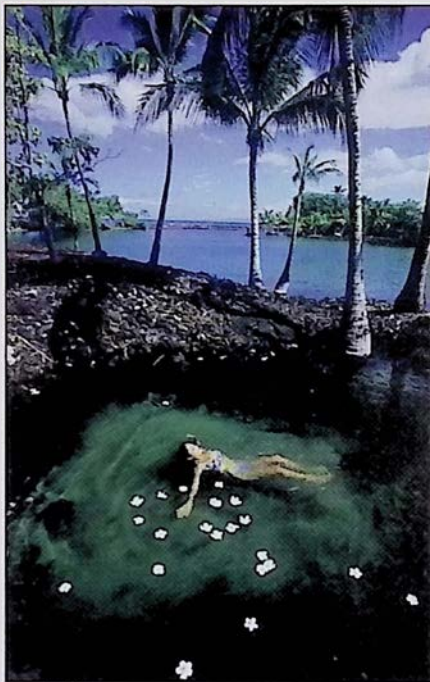
Enjoy!

HEATHER

The Golden KOHALA COAST

Almost always under bright sunny skies the Golden Kohala Coast of the Big Island of Hawaii has for years been the tropical playground of not only ancient Hawaiian royalty but contemporary vacationers from around the world. The Kohala coast which hosts many important historical sights is also home to one of America's most highly rated public beaches, **Hapuna Beach State Recreation Area**. Hapuna's long white sand beach, rolling surf, clear skies, and accessibility make it a popular destination for many island guests.

Among the ebony lava fields that comprise the Kohala Coast landscape are several world renown championship golf courses. From the air or from a distance the green fairways that blanket this rugged terrain soften its



KIRK AEDER

landscape. And, because of the Kohala coast's perfect sunny weather the courses are rarely closed...maybe once every five years.

Wild goat, donkeys and other four legged creatures roam the land freely and occasionally the Hawaiian short eared owl, the **pueo**, can be seen in flight.

Connecting this forty or so mile coastline is the

ancient **King's Trail** which was travelled by the ruling *ali'i* as well as *malo*-clad runners who were responsible for transporting pond raised fish wrapped in *ti* leaves to the tables of Hawaiian royalty living down the coast in Kailua-Kona. The King's trail

passes through not only the several resort properties but **Pu'ukohala Heiau** and scores of **petroglyph fields**. Pu'ukohala was the last Hawaiian temple



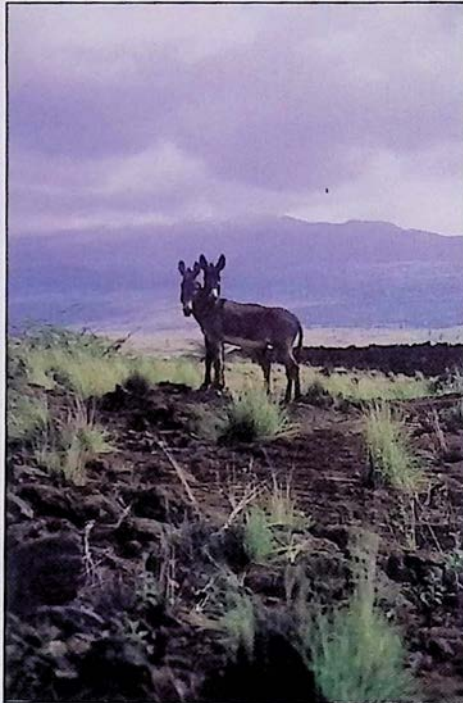
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Photos: Previous page photos are of a woman relaxing in one of the many inland pools that exist along the Kohala coast. Below on that page is a petroglyph of a surfer, the carving's design appears to be from modern days. Above painting is of Pu'ukohala Heiau, now a National Park. It was done by Kathleen Peterson and is courtesy of Aumary Saint-Gilles Contemporary Fine Art. The photo below is of two curious wild donkeys near the Kohala coast.

built during King Kamehameha's reign of power. It was said that if Pu'ukohala was built to honor the war god **Kuka`ilimoku**, Kamehameha would be granted the power to conquer and unite the islands of Hawaii under one kingdom. After the temple's completion, Kamehameha did go on to unite the islands of Hawaii, but only

LES DRENT



after several bloody battles had been waged on outer islands. Today the *heiau*, which was the last human sacrificial site in Hawaii, is preserved by the National Park service and is open daily to the public.

The extensive petroglyph fields that are found all along the King's trail hosts its most

Places of Interest

One particular place to enjoy is the **Hilton Waikoloa Village** set amidst lush tropical gardens and tranquil lagoons on 62-acres. The hotel of-



fers 1,241 rooms, three swimming pools, exotic wildlife, Dolphin Quest, children's program, restaurants, shops, two championship golf courses, tennis, Kohala Spa and a museum walkway - it's more Hawaii than you can imagine! **The Bad Ass Coffee Company of Kawaihae** is located upstairs from Cafe Pesto in the Kawaihae Shopping Center. The shop offers bulk coffee: whole bean or ground to your request. The shop also offers New York Style sandwiches, espresso drinks, filter coffee, Bad Ass Apparel & Mugs. For Mail Order call 1-800-719-2345. Also located in the Kawaihae Shopping Center is one of the most popular restaurants on the Big Island, **Cafe Pesto**. The Pacific-Rim Italian cuisine at Cafe Pesto is the epitome of island fresh cuisine as the innovative styles of owners/chefs David Palmer and Jim Williams constantly strive for perfection. From calzones to pizza and mouth watering pastas the ingredients are island fresh. Prices are reasonable too so you have no excuses to miss the Cafe Pesto experience. Another experience not to miss is a visit to **Kona Village Resort** where guests have the opportunity to enjoy a variety of dining pleasures in a unique Hawaiian setting. Reservations required. Call (808) 325-6787 or (808) 325-5555. Refer to their ad on page 5.

popular spot near the King's Shops on Waikoloa Beach drive. Follow the signs along a short trail that direct you to the petroglyphs. Keep in mind that the preservation of these field depends on people staying on the trail while viewing these ancient rock carvings.

Besides all the cultural sights and plush resorts many popular island events also take place along this Gold Coast of Hawaii and the calendar page in the magazine will advise you of them. Enjoy it all while you wine,

dine, and play on the Kohala coast.

Enjoy...

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Friendly North Kohala

Art Galleries, Fine Dining, Cafes, Quaint Shops, Kamehameha Statue, Pololu Valley



Above left: Joan Channon (right) and Aunt Mary (left) of Bamboo Restaurant in Hawi town. The restaurant features Pacific rim cuisine and hosts live entertainment on occasion. Above right: The view looking into Pololu valley. Below: the Hawi theater.

Following highway 270 north visitors will encounter a landscape filled with historical landmarks that include the original **King Kamehameha, statue, Kalahikiola Church, and Mo'okini Heiau** which is regarded as the oldest pre-Western contact temple of worship. In the year 1758 King Kamehameha was believed to have been born at Mo'okini. Also to be found in the North Kohala region are the remnants of a once thriving sugar industry of the 1880's which is still visible in the many old storefronts of **Hawi & Kapaau towns.**

When you're done visiting the

towns of Hawi and Kapa'au Hwy. 270 will lead you through North Kohala's fertile pasture lands, dense forests, and ultimately to **Pololu Valley**, which offers one of the best scenic view lookouts on the island. If the road were to continue on past Pololu Valley you would eventually end up at Waipio Valley at the northern end of the



Hamakua coast. Separating these two valleys are several other magnificent valleys accessible only by foot or horse. If you plan to

hike beyond Pololu be prepared for a long trek and bring plenty of water and supplies. The trails are narrow and

Places of Interest

The towns of Hawi and Kapaau are now preserved by a new generation of Hawaii businesses which have their own distinct local offerings.



In Hawi is the **Bamboo Restaurant & the Kohala Koa Gallery**. Inside what was once the grand old Takata store, Bamboo combines Pacific Rim dishes with farm fresh herbs and local fish to create an innovative style of cuisine. The atmosphere is cozy and authentic with live entertainment on weekends. Inside the Bamboo you'll find the Kohala Koa Gallery, featuring the works of over 40 additional island artists. On the other side of the street from Bamboo is **Kohala Pacific Realty**, where visitors are welcome to stop in for free maps of the North Kohala region. Owner John Adams is taking a different approach to real estate sales. He is promoting the renovation and preservation of many old buildings in North Kohala's towns.

steep and should not be walked by amateur trailsmen. While driving along the coastline of North Kohala remember that if the skies are clear, you may be able to catch a view of the **island of Maui** looming on the other side of the **Alenuihaha channel**, which separates Maui from the Big Island. Between the months of December and April visitors are almost guaranteed a

DON RICH



humpback whale sighting off the coast of North Kohala. This region of the Big Island is a particularly favorite spot for our migrating friends from the north.

Come and enjoy this peaceful region of Hawaii. You will be amazed at the ancient and modern wonders it

has in store for you.

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The Village of Holualoa

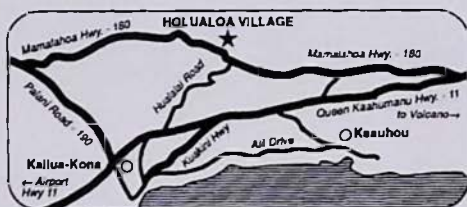
Art & Espresso

Days pass slowly in the artist's retreat town of Holualoa, almost like the gentle mountain breezes which weave their way through the groves of coffee trees lining the slopes of Mt. Hualalai. Steeped in natural beauty and tradition, this little mountainside coffee town blends a touch of today's art with a passion for the simpler life of the past. The village's many private galleries showcase the works of many local artists in a wide array of mediums.



pastry selection. Owner Meggie Worbach personally works the espresso bar every day of the week except for Sundays. Her espresso drinks are, hands down, the best on the island and Meggie's German heritage makes her a fanatic for perfection. Perhaps the most unique feature about the cafe are the European visitors it attracts. It seems like there is always a foreign voice being heard at Holuakoa. For many visitors who don't speak English Holuakoa is an extra nice stop on their vacation.

Make it a point to wander up for a visit to Holualoa you will love this adorable country town.



When you are done visiting the galleries, the friendly local espresso bar, **Holuakoa Cafe**, will undoubtedly snatch an hour or two from your day and maybe more if you decide to indulge in the homemade cake and

Holuakoa Cafe

ESPRESSO BAR

HOURS:

Mon-Sat 6:30am - 5pm

Closed Sunday

322-CAFE

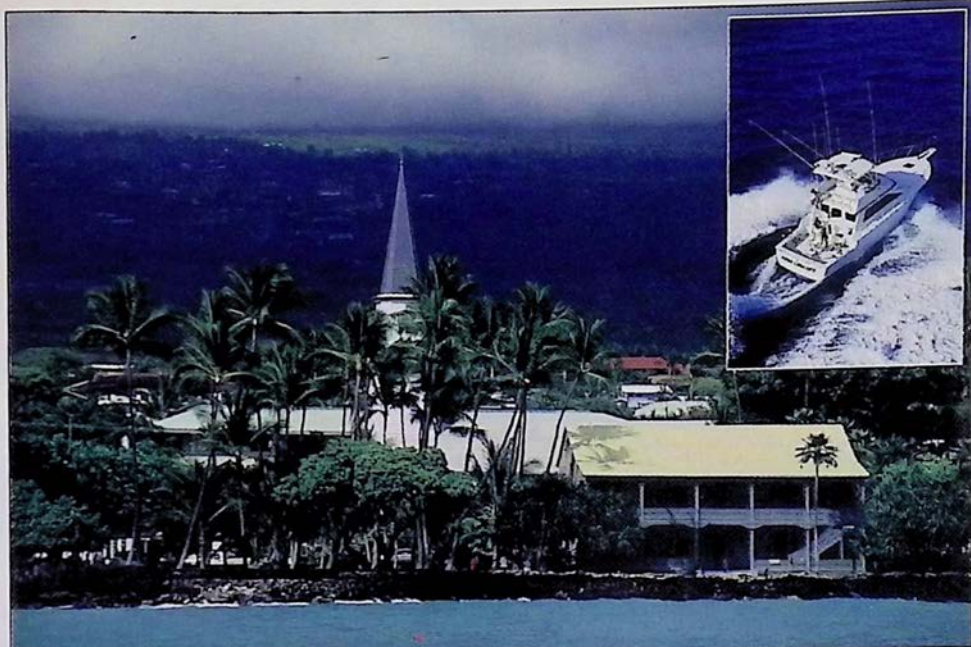


Holualoa, Hawaii
96725

100% Kona Coffee and Coffees From Around The World • Pastry • Salad Light Fare • Indonesian Imports • Gifts
Enjoy a wide selection of my Kona coffee drinks while you converse with friendly locals and island travelers. Or, simply relax in the cafe's tropical garden.

Aloha,

Meggie



KIRK AEDER

North Kona

Undoubtedly the busiest part of the Big Island is the district of North Kona and the seaside village of Kailua. Nestled in this busyness are a few significant historical and cultural landmarks. Beside the Kailua pier is *'Ahu'ena Heiau* built in 1817. This ancient temple which was built on a rock platform was dedicated

to patron spirits of learning, the arts, and healing. King Kamehameha also made his home here in a thatched hut where he could maintain control over boats entering and leaving the bay. Kamehameha also monitored the farming pursuits of his village from *'Ahu'ena*. Also on Alii Drive is **Mokuaikaua Church**. Built in the

We landed at Kailua (pronounced Ki-loo-ah), a little collection of native grass houses reposing under tall coconut trees, the sleepest, quietest, Sundayest looking place you can imagine. Ye weary ones that are sick of the labor and care, and the bewildering turmoil of the great world, and sigh for a land where ye may fold your tired hands and slumber your lives peacefully away, pack up your carpetsacks and go to Kailua! A week there ought to cure the saddest of you all.

Mark Twain, 1866

1820's *Mokuaikaua* was the first Christian church to be built by western missionaries. Across the street is *Hulihee* Palace, a nineteenth century vacation home to some of Hawaii's monarchy. *Hulihee* was built in 1838 and today serves as a museum open daily to the public. Occasionally, throughout the week, some of Hawaii's youngsters can be seen in the courtyard under the shade of giant banyan trees practicing hula under the direction of a *kumu hula* (teacher of hula). Later in the nineteenth century Kailua was a village that was used primarily as a sea port for shipping cattle, coffee and sugar off island. Most of the population in Kona lived in the mountainside towns between Honaunau and Holualoa along a stretch of road still called Mamalahoa Highway. The town of

Kailua, for the most part, was always a sleepy kind of village. Up until the early 1970's the population was no more than 700 people, today the population of Kailua is around 35,000 and growing rapidly. Directly contributing to this outbreak of growth is the recent influx of realtors, developers and land speculators that pay little or no attention to the sanity of the place. Looking beyond the trafficky bustle of Kailua there are many wonderful opportunities for personal dining, shopping and tour experiences around the town. This district of North Kona also hosts some of the Big Islands most beautiful white sand beaches. A short drive north of Honokohau Harbor on Queen Ka'ahumanu Highway are the beaches of *Makalawena*, and *Mahai'ula*. These beaches require a



KIRK AEDER

Photos on previous page are of a fishing boat heading out of Kailua Bay and Mokuaikaua Church and Hulihee Palace as seen from Kailua Pier. This page above is Kona's Shane Dorian now competing on the professional surfing tour.

KEEP KONA COUNTRY!

Places of Interest

If you're looking for a great place to relax and enjoy a coffee check out any one of the three Alii drive **Bad Ass Coffee Stores**.



They specialize in only top grade 100% Kona coffee and Hawaiian grown coffees. Purchase by the pound or by the cup. Their North Kona stores can be found in Waterfront Row, at the Keauhou Shopping Village and in the upcountry village of Kainaliu. **Biker's Brew coffee** specializes in 100% Kona coffee and you can get your motor running by stopping in the village of Holualoa and purchasing a pound at Holuakoa cafe. Their coffee is also available through mail order.

short hike to access them. Easier to reach and located on Alii Drive to the south are **Kahalu'u Beach Park** and **Magic Sand's**. Both these beaches provide ample parking and do not require a hike.

Around these historical sights are a whole host of restaurants and shopping opportunities and hundreds of

visitor and local businesses keep the streets and sidewalks around Kailua busy with activity throughout the year. Cruise ships lay at anchor off the shores of Kailua-Bay and many tour and activity companies provide visitors with ample opportunity for hiking, sailing cruises, snorkeling and scuba adventures.



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WATERFRONT ROW

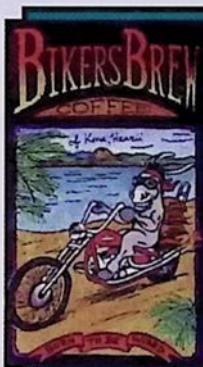
ALII DRIVE KAILUA, KONA • 326-4637

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SOUTH KONA

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Captain Cook Monument • Pu`uhoua O
Houanau • The Painted Church



KIRK AEDER

There is, perhaps, no other region on the Big Island shrouded in more history than the district of South Kona. Whether it be the origins of Kona coffee, the ancient Hawaiian village setting of *Pu`uhoua O Houanau* (Place of Refuge) National Park, or the Painted Church nestled along the hillside overlooking Kealahou Bay, the spot where the famous English explorer Captain Cook met his fate in 1779, South Kona will keep the historically minded visitor busy weaving their way through its network of mountain roads.

Coffee first came to Kona in 1828 when the **Reverend Samuel Ruggles** brought plant cuttings to Kealahou. The early Japanese

farmers cultivated many of Kona's first farms and engineered the system of milling and processing this prized coffee.

On highway 160 amidst coffee farms and high on the slopes of Kealahou Bay is **The Painted Church**, where sometime between 1899 and 1904, Father John Velge, a Catholic missionary from Belgium painted images on the interior walls of the church depicting the biblical scenes of heaven and hell.

At the bottom of Napoopoo Road is **Hikiau Heiau** at Kealahou Bay, and a white stone monument across the bay that marks the spot where **Captain Cook** was killed in 1779. The story behind Cook's death

Places of Interest

When traveling through South Kona you definitely do not want to miss the opportunity to visit one of the region's working Kona coffee farms. On Painted Church Rd. you will pass **Bay View Farm and Mill**, family owned and operated by New Hampshire native Andy Roy and his wife Rosalyn. Over the distant hum of pulping and grading machines the sweet and damp smell of freshly milled coffee cherry fills the air during the fall and winter coffee season. Bay View has a coffee sampling room and gift shop along with their milling operation and guests have the opportunity here to 'cup up' some 100% pure Kona coffee. In Kealahou, **Greenwell Farms** also offers visitors a personal guided tour of their farm. The Greenwell family has been involved with the Kona coffee industry for over a hundred years and descendants to the founder, Henry Nicholas Greenwell, still work the farm. The tour of the farm concludes with a cupping of the farm's Estate Kona coffee and the opportunity to purchase some of this fabled family coffee. Also located in this region of South Kona is the **Captain Cook Coffee Company** dating back to 1898. The mill is currently owned by Mark Mountanos and Steve McLaughlin of San Francisco. Mark is the fourth generation of his family to operate the company. Captain Cook is primarily a processor, miller and exporter of Kona coffee but has also expanded its business into retail and offers mail order buyers an 800# to call for roasted coffee. Refer to their ad on page 58. The **Kona Historical Society**, located in Kealahou, has made available to visitors two different walking tours. One being a historic coffee mill tour and the other a tour of ali'i drive



Kona Historical Society Museum

Historic Kailua Village Walking Tour

Tues.-Sat. 9:30am, Fri. 9:30am, 1:30pm

For Reservations Call 323-2005

Museum located on Hwy. 11, one-half mile south of rural Kealahou.

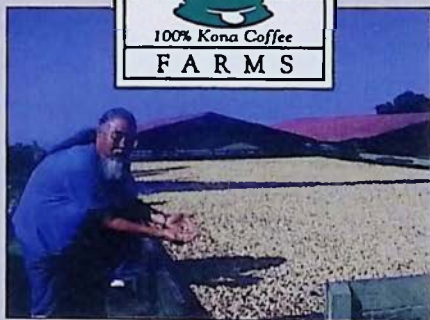


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Captain Cook, HI

96704

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was that it was the result of a failed attempt by Cook and his soldiers to exchange the high chief Kalaniopuu hostage in return for a cutter that was stolen the night before. Cook, who had come south to the Hawaiian Islands seeking shelter for the winter months, was in search of a northwest passage to England.

A lower coastal road connects Kealakekua Bay to *Pu'uhonua O Honaunau* (Place of Refuge) National Park. In the early years of Hawaiian civilization it was to the Place of Refuge that people who broke *kapu* (sacred laws) would attempt to flee. If the *kapu* breaker could reach this sanctuary his life would be spared. Some of these *kapu* that governed the common people

included not being allowed to walk in the footsteps of the chiefs or to touch their possessions. Other rules forbade commoners from eating foods reserved for offering to the gods, and women were not allowed to eat with the men.

The gathering of wood, seasons for fishing and the taking of animals as well as the *hula* were also controlled under the *kapu* system. Other features at the park are *lokos* (ancient fish ponds), *hales* (thatched roof structures that served as homes), *heiaus* and ancient rock walls. Visitors are usually provided with live demonstrations of ancient Hawaiian

crafts such as the building of canoes and tikis at the park.



KIRK AEDER



KIRK AEDER

Photo on page 44 is of Kealakekua Bay. The photo of the woman and coffee cherry on top of this page was taken at a local coffee mill and below this page is a snorkeler touching an eel in Kealakekua Bay.

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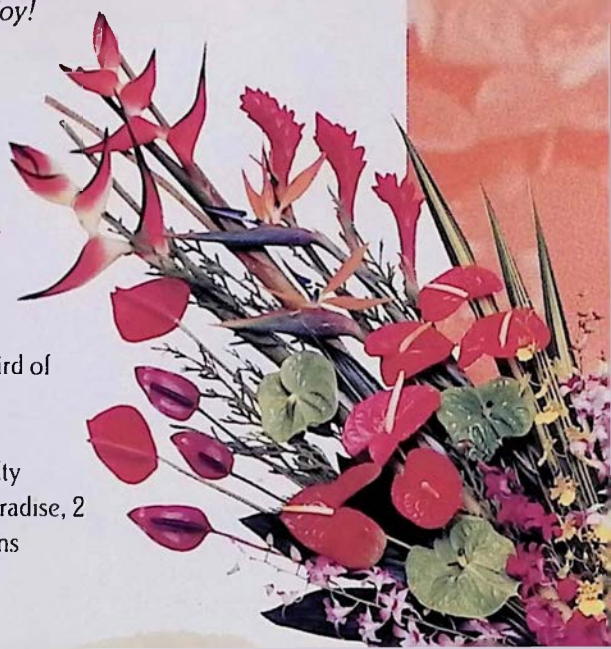
Imagine the delight in receiving a box of beautiful rainforest flowers that will be enjoyed day after day. The box contents listed below have been chosen for their long vase life and their natural beauty. Enjoy!

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dendrobium orchids, 7 greens
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anthuriums, 10 greens
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paradise, 2 heleconias, 11 greens
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DL12-CT 12 stems mixed colors dendrobium
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DP6-CT



DL12-CT

Potted Orchid Plants

DP4-CT 4" pot, blooming dendrobium
orchid plant with basket \$19.95

DP6-CT 6" pot, blooming dendrobium
orchid plant with basket \$27.95



OB12-CT

Oncidium Flowers

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vase \$29.95

OB12-CT 12 oncidium sprays, greens,
and vase \$54.95



OP6-CT

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ea. anthurium, greens, container and
foam \$59.95

HS3-CT 6 oncidiums, 5 pastel anthu-
rium, 3 bird of paradise, 3 pink ginger,
greens, container and foam \$69.95



HS3-CT

Anthurium Flowers

RA6-CT 6 red anthurium flowers, greens,
container, and foam \$29.95



OA9-CT



RA6-CT

Obake & Mixed
Anthuriums

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Note: Max capacity to make lip leis is three per day. Please contact farm to verify availability of lip leis. Allow 2 days for shipment of all leis as they are made on receipt of orders to ensure freshness.

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- Shipping charge is \$10.00 for the first item to a specific address and \$4.50 for each additional item to the same address. Add \$10.00 for each shipment to Alaska.

- Our product is guaranteed to arrive in perfect condition. The guarantee is voided and a \$10.00 rerouting charge will be billed to the sender if an incorrect address is provided us. No P.O. Box numbers, rural route addresses, or hospital addresses are to be used. Because of the nature of our product you must contact us with any problems within 10 days.

- Flower sizes and colors may vary according to seasonal availability. Standard containers are black or white. Please Note: All flowers do not come arranged as shown in these pages. They are shipped in a box with container and full arranging instructions.



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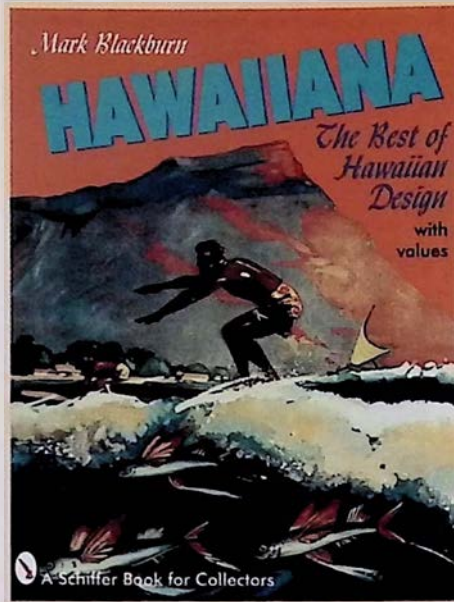
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KONA - KAILUA BAY by Kathleen Peterson,
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K Peterson 94