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MAUI MAI TAI MIX-OFF BRINGS THREE BARTENDERS TO KONA FESTIVAL

(Maui, Hawaii) Following a recent mix-off qualifier at the Royal Lahaina Resort on Maui, three local bartenders won the right to compete in the Second Annual Don the Beachcomber Mai Tai Festival to be held August 14, 2010 at the Royal Kona Resort on the Big Island. The winners-- were among 10 individuals who presented their Mai Tai specialties during the mix-off and Bacardi Torched Cherry launch pool party.

The contestants faced off in five, seven minute rounds in which they presented their own Mai Tai recipes, using Bacardi Rum. The top prize went to Blair Anderson from Mala Ocean Tavern with his Kamaaina Mai Tai. Runners up were Ryan Burden, also of Mala Ocean Tavern, and Jeff Felice from Westin KOR. The judges for the pre mix-off were Eric Gilliom from Barefoot Natives, Sommer Meyer representing Bacardi, and Chuck Bergson of Pacific Radio Group.

The winning trio will now be entered into the Second Annual Don the Beachcomber Mai Tai Festival competition on Hawaii to be held August 14 at the Royal Kona Resort. The all-day event will feature a variety of activities, including its signature "\$10,000 World's Best Mai Tai Mix-Off," a lively Beachbum Berry Mai Tai history seminar, "Battle of the BBQ" cook-off, Big Island Mai Tai Marketplace, and a special evening concert featuring American alternative rock band Third Eye Blind.

Event sponsors are the Royal Kona Resort, Better Brands and Bacardi. The day will begin at the Resort with "The Mai Tai Battle of the BBQ," featuring many of Hawaii's best chefs, and the Mai Tai Marketplace, which are both open free to the public from 11 a.m. to 2 p.m. Script will be sold for food and beverage throughout the day.

Thirty of the world's top bartenders will vie for the "\$10,000 World's Best Mai Tai" prize, featuring Bacardi Rum. The winning recipe will also be featured in future Bacardi advertising campaigns. The entertaining Mai Tai Mix-Off will be held from 4 p.m. to 7:30 p.m. and is free of charge. Food and beverage stations will remain open.

The intimate Third Eye Blind acoustic concert will be held under the stars from 8 p.m. to 9:30 p.m. Tickets for the concert are now on sale at www.groovetickets.com for \$35 General Admission and \$50 VIP seating.

For Royal Kona Resort Mai Tai Festival event tickets, call 808-329-3111. Further information can be obtained online at www.hawaiihotels.com.

For more information and hotel stay reservations, call toll-free 800-22-ALOHA (222-5642) or visit online at www.royalkona.com.

About Hawaiian Hotels & Resorts

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

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