

# ***News Release***

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## **ROYAL LAHAINA RESORT OPENS ROYAL TRADING COMPANY**

(Kaanapali, Maui, Hawaii) Following over six months of planning and construction, the Royal Trading Company has opened at the Royal Lahaina Resort. The unique general store, designed to resemble a classic Hawaiian plantation home, offers every day sundries, locally-made gifts and foods, apparel, books, Keiki Corner for kids, and an extensive wine collection for hotel guests and surrounding neighbors to the property.

Open from 7 a.m. to 10 p.m. every day, including weekends and holidays, the new, 1800-square-foot store complements the recent resort renovations and provides a more modern shopping experience with a distinctive, open island flair.

The Royal Trading Company offers an exclusive Kamaaina Club Card for local residents and will soon offer a Gourmet Food & Wine Club.

Gourmet, “grab ‘n go” foods are also made fresh daily by the resort’s Chief Chef Bernardo Salazar. Numerous Hawaii-made products are featured throughout the store, as well, and include items from Maui Brewing Company, Alii Kula Lavender, Pua & Ocean Vodka, Maui Rums, and Kahala by Tori Richard apparel.

The Royal Trading Company’s ample wine selection is “designed to appeal to many different tastes and price points,” according to Tom Bell, Hawaiian Hotels & Resorts vice president of operations. “Warren Buffet once stated that ‘the price is what you pay, however, the value is what you get.’ All of our 45 different wine selections featured in

the Royal Trading Company offer great value, from \$8.50 to \$90. While the majority of the selection is from great grape growing and wine producing regions in the United States, we also feature fine wines from around the world, including New Zealand, Germany, France, Italy, and Chile, just to name a few.”

Amy Fuqua, store manager, says, “With a friendly, service-oriented staff and a large selection of items, the Royal Trading Company makes it easy for visitors and locals alike to find their favorite treasures, flavors, and fragrances of the islands; all conveniently located and competitively priced.”

Located on the finest stretch of famed Kaanapali Beach, the on-site amenities at the Royal Lahaina Resort include two, oceanfront swimming pools, a tennis ranch, two restaurants, three bars, nightly torch lighting ceremony, and oceanfront luau. There are two adjacent golf courses, with snorkeling, shopping, and additional dining, and entertainment nearby.

For more hotel information and reservations, call toll-free 800-22-ALOHA (222-5642) or visit online at [www.royallahaina.com](http://www.royallahaina.com).

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### **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](http://www.hawaiihotels.com).