



**Hawaiian
Electric**

NEWS RELEASE

FOR IMMEDIATE RELEASE

Hawaiian Electric debuts “Classic Eats and Modern Treats” in its latest employee-published fundraiser cookbook *Sales benefit United Way agencies for O‘ahu, Maui County & Hawai‘i Isle*

HONOLULU, Nov. 2, 2021 – Just in time for holiday cooking and feasting, Hawaiian Electric employees have published “Classic Eats and Modern Treats,” a 150-page cookbook packed with timeless recipes and new culinary discoveries all to raise funds for United Way chapters serving the company’s five-island service territory. The soft cover, wire-bound cookbook with a nostalgic Hawai‘i-themed motif is available on the company’s website at www.hawaiianelectric.com/unitedwaycookbook for \$15 with no limit until supplies last.

This latest edition highlights more than 130 recipes from Hawaiian Electric’s employee ‘ohana adapted to the contemporary kitchen, including recipes using the popular air fryer. It also reprises recipes shared by former company home economists, as featured in Hawaiian Electric vintage publications *Load Builder* and *Modern Menehune*, many dating back to the early 1930s.

“As we look back over 130 years of serving Hawai‘i, our employees continue a long-standing tradition of giving back to our communities through this latest cookbook, which shares delicious comfort foods reflecting Hawai‘i’s diverse cultures and island heritage,” said Jim Kelly, Hawaiian Electric vice president of government, community relations and corporate communications.

“Caring for our communities has taken on an even deeper urgency and we want to do our part to help families recover from the pandemic. That’s why all proceeds from the sale of this cookbook will benefit Aloha United Way, Hawai‘i Island United Way and Maui United Way,” Kelly said. “Together with their partner agencies, these nonprofits provide critical services, resources and support to those who work hard every day to rise above challenges.”

From Hawaiian Nectar and Haupia Biscuits to Air Fryer Katsu, Kimchi Jigae and Mango Upside Down Cake, this timeless collection offers something for every appetite, all year round. Also included are air fryer tips, a conversion table, safe temperature chart and household energy-saving information.

To purchase a copy of “Classic Eats and Modern Treats” by credit/debit card only, go to www.hawaiianelectric.com/unitedwaycookbook. For questions, please email AUWrecipes@hawaiianelectric.com or leave a message at (808) 543-2555 and your call will be returned. Cookbooks can only be mailed within the U.S. and USPS Priority Mail flat rates will be applied.

###

FOLLOW US FOR THE LATEST:



Hawaiian Electric

PO BOX 2750, HONOLULU, HI 96840-0001