



FOR IMMEDIATE RELEASE

Shaka Pops Wins New Food Product Contest at Maui Ag Fest

Kihei, Hawaii (April 9, 2012) – Shaka Pops, the artisan producer of handmade popsicles, received top honors in the New Food Product contest at the 2012 Maui County Agricultural Festival held on Saturday, April 7. Sponsored by the Maui Food Technology Center (MFTC), the contest was open to new local food products utilizing locally grown produce. The 27 entrants ranged from condiments to desserts, and were judged on flavor, marketability, potential for production, and use of local products. Shaka Pops scored 47 out of a possible 50 points and was the only product to receive a perfect score from one of the judges. As the first place winner, Shaka Pops will receive consultation from MFTC to bring their product to market.

“We are extremely honored to receive this award and are eager to introduce our handmade ice pops to a wider audience,” says Christine Vestfals, co-owner and managing partner. “In less than two months of operation we have gained a strong following of local fans and visitors that are interested in making healthier lifestyle choices. No one on Maui is currently doing what we are,” says Vestfals, “so customers need to be educated that these aren’t your average commercial popsicles. They are made with fresh local produce and seasonal ingredients including natural Maui cane sugar not high fructose corn syrup, with no preservatives and no stabilizers.” Shaka Pops are intensely flavored and feature fresh island flavors such as Pineapple Ginger, Strawberry Limeade, Mango Mojito, and Passion Fruit Orange Guava.

Shaka Pops currently operates out of a bright green tricycle with banana leaf canopy at the Maui Swap Meet, local festivals, events, and farmers markets. Locations are posted on their website (ShakaPopsMaui.com) or Facebook page ([Facebook.com/ShakaPopsMaui](https://www.facebook.com/ShakaPopsMaui)). Shaka Pops is also available to cater private functions such as weddings, birthdays, grand openings, corporate events, and fundraisers, and the tricycle can be customized with personalized messages, photos or flowers.

ABOUT SHAKA POPS

Shaka Pops is a gourmet ice pop company based on Maui, Hawaii that provides a shockingly delicious taste experience for locals, visitors and kids at heart. Handcrafted in small batches, Shaka Pops works closely with local farmers and producers to help support Maui’s agricultural community and promote a healthier lifestyle. The company’s website which includes additional information can be found at ShakaPopsMaui.com

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