

Poke festival moves to Turtle Bay Resort

Annual event
scheduled for
Nov. 12-14

Different Island. Different venue. But the level of enthusiasm remains the same for the amicable Sam Choy, who moves his annual poke festival — now in its 13th year — from the Big Island to the pristine grounds of the Turtle Bay Resort on Oahu's scenic North Shore.

"It's a thrill to have the festival moved to Oahu," said the jovial Choy. "And having it at The Turtle Bay is like coming home for me."

Choy's homecoming is one that's welcomed by the entire staff at Turtle Bay Hotel.

"He started his career at Turtle Bay, so it's fitting that the festival be held here," said the hotel's managing director Abid Butt. "And because poke is a Hawaiian delicacy, this festival is consistent with our tag line, 'True Hawaii.'"

True to form will be Choy, who, in his usual aloha spirit, will lead the festivities, starting Friday when the weekend kicks off with a celebrity auction din-



A pre-tasting event was recently attended by, from left, Turtle Bay's director Abid Butt and the hotel's executive chef Steve Falsetti, radio personality Billy V., Sam Choy and KHNL NEWS 8's Sharie Shima.

ner, with proceeds benefiting the Koolauloa Educational Alliance Corporation, a non-profit organization that distributes resources to various public schools on the North Shore.

The next day will feature the annual Poke Golf Tournament at the award-winning Turtle Bay Golf Course.

While the dinner and auction serve to raise money for chari-

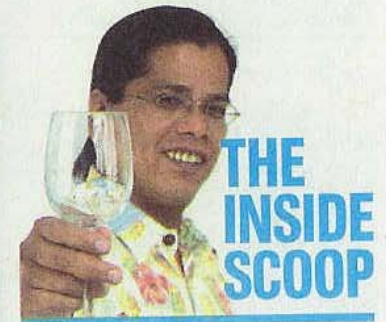
ties, the focus of this weekend event is about poke.

"This festival has always been about promoting poke and Hawaiian culture," Choy said. "And it's also been about giving back to the community."

Both amateur and professional chefs are invited to participate in the poke-making contest, with an entry fee of \$15 per recipe for amateurs and \$45 for the pros.

"I'm considering it," said Chip Hawkins, executive chef at the Renaissance Ilikai Hotel, adding that his poke is a simple recipe with a dash of chili to give it a little kick.

Judging for the poke contest will take place next Sunday at the hotel's Kuilima Ballroom. Open to the public, tickets are \$15 per person, which includes free samplings and wines.



By **Simplicio Paragas**
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"This is going to be a great event," Butt said. "It couldn't be held at a better place than the Turtle Bay. It's a location that's second to none."

Sam Choy's Poke Festival

Where: 57-091
Kamehameha Hwy., Turtle
Bay Resort

When: Nov. 12-14

Call: 732-6699/293-6000

Web site:
www.TurtleBayResort.com

Note: Ask about special
"Room-Poke-And-Golf"
packages.