

NORTH SHORE, OAHU, HI (July 28, 2004)—Turtle Bay Resort will be the site of the 1st Annual Turtle Bay Resort/Sam Choy Poke Festival. The festival will be held Nov. 12 to 14, 2004 and will include a welcome reception and barbeque on Friday, Nov. 12; poke festival events and competition on Saturday, Nov. 13 and a golf tournament on Nov. 14.

Poke categories will be poke with Aloha Shoyu, ogo (seaweed), hot sauce, surimi (imitation crab), tofu and macadamia nuts. Additionally, there will be categories for traditional poke and for non-traditional poke without any seafood. The festival has been held since 1992 at other locations; and there are regional events in San Francisco and Las Vegas that lead up to the Hawaii event.

This will be a homecoming for Sam Choy, a much-beloved Hawaiian chef who started as a cook/helper at the Turtle Bay Resort in 1972 and left in 1984 as executive chef. Choy's original restaurant was the Hukilau Café in Laie on Oahu's famed North Shore, near Turtle Bay.

Poke is raw seafood cut into cubes and dressed with a broad range of sauces and spices. In Hawaii it originated primarily as fish, sea salt, seaweed and chili pepper however; many variations are now played out on this theme. It has been on the menu in Sam Choy's restaurants in Hawaii since 1981 and he is the chef most associated with this popular local dish. In fact, he has written an entire cookbook—*Sam Choy's Poke*—about it.

Choy has thoroughly researched the derivations of poke, traveling throughout the Pacific and South America where he asserts that the first sign of raw fish occurred as *ceviche*. He found traces of poke in Rapa Nui and Pitcairn Islands as well as in the Tuamotus and Tahiti where it appeared as *poisson cru*. In Fiji he found this delightful concoction entitled *kokoda*.

Cost for the event on the festival day is \$20 per person which allows access to the tasty preparations of more than sixty professional and amateur chefs -- an excellent bargain, given the cost of 'ahi (yellow-fin tuna) at \$3 to \$5 per pound.

For more information on the event and for registration, call the resort's hotline at 808-447-6940. For room reservations over those dates call toll free at (866) 827-5327; visit www.TurtleBayResort.com; or e-mail TBRreservations@benchmarkmanagement.com.

Located on the North Shore of Oahu, the 880-acre Turtle Bay Resort recently completed \$60 million in renovations. Managed by Benchmark Hospitality International, the resort's accommodations include a 401-room hotel and The Beach Cottages at Turtle Bay Resort, 42 luxurious, beachfront cottages.

The resort has five miles of beachfront that include Kawela Bay, Kuilima Cove and Turtle Bay. It is the only resort on Oahu with 36 holes of championship golf: the George