

Monday, April 25, 2005

Safeway opts for kamaaina ice cream

Pacific Business News (Honolulu)

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The California-based **Safeway** supermarket chain has decided to stock Maui's Roselani Ice Cream in all of its stores in the state.

"Our years of hard work and persistence have now come to fruition with our Safeway partners," said manager Cathy Nobriga Kim. "Safeway is the first Mainland-based supermarket chain that has given us the opportunity of serving their customers."

Safeway will stock flavors including haupia, mango cream, kona mud pie, macadamia nut and chocolate macadamia nut.

The Wailuku-based family business has been making ice cream since 1932. It makes the old-fashioned, high-fat and butter content kind which retails for more than \$6.49 at local stores.

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