

‘ULU

ocean grill +
sushi lounge

The ‘ULU, the “bread fruit”, was brought to the Island of Hawaii by the Polynesian voyagers to sustain life during their journey.

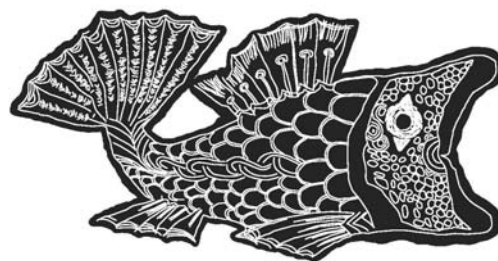
After time, the ‘ULU defined the people who lived on this land for generations. It is what connected them to the ʻāina and kai.

The people who lived here were fishermen and farmers but it was the Breadfruit that provided them with their identity.

Today, our resort maintains this connection to the ʻāina and kai.

We bring this to life with our Regional, Seasonal and Artisanal philosophy.

The consistent ingredient that binds this place, called Ka'āpūlehu, with the past, present and future is the ‘ULU.





Breakfast at ‘ULU

At breakfast our guests will have the choice of a full a la carte and buffet experience sitting along the shore of the ocean or within the Hawaiian Coffee House style lounge featuring special coffee offerings as well as a selection of delicious oversized pastries, breakfast sandwiches and Acai Berry Bowls. The guest can expect a professional Barista behind the bar crafting phenomenal coffee drinks and a friendly and knowledgeable server with an Aloha spirit.

Hawaiian Coffee House

As guests pass by the hostess stand and walk into the lounge they will be greeted to the aroma of 100% Kona Coffee and freshly baked pastries as they notice the coffee theme that goes through the room. From pillows made out of Kona Coffee sacks, the coffee products that are displayed for retail, to an oversized chalk board hanging from the ceiling with the daily offerings of the lounge. In the corner visitors will find a stand with various newspapers. Showcased on the bar counter, underneath glass and prepped on an authentic wooden display are the pastries and Tutu’s coffee cake that have been freshly baked in house.

Buffet Breakfast

Behind the hostess stand, on the action station guests will see a table displayed with the freshest bakery options the island has to offer. Decorated in the theme of a bakeshop visitors will find various muffins, breads, bagels and Danish that will change daily.

Behind, in the corner, our keiki can enjoy a specially designated area just for them with keiki favorites.

In the main pantry area, will feature the Omelet Chef, waiting for our guests to order their omelets “My Way”. To the left and right of the omelet window guests can select from a variety of sliced fruits and yogurts, which are propped on frost tops to keep the items nicely chilled. On the island in the middle of the room will have the breakfast meats displayed under heat lamps, an Asian section as well as a whole fruit section that will bring bright color into the area. Along the side, induction burners will be set with all the hot offerings from breakfast potatoes, fried rice, egg specials etc.





Dinner at ‘ULU Ocean Grill + Sushi Lounge

‘ULU is defined by its Regional, Seasonal and Artisanal approach of cooking and is proud to support over 160 farmers and fishermen. A minimum of 70% of the menu items will come from the Island of Hawai‘i.

The dinner menu will showcasing its three different and unique ways of preparing the dishes either Wood Oven Roasted, Wok Fired or Flame Grilled.

Regardless of the way the dish is prepared it will show the various Pacific Rim, Polynesian and Asian flavors that have influenced and been infused into the rich culture of Hawai‘i.

‘ULU will provide guests with an element of sophistication in a welcoming, relaxed, friendly and less formal environment. The service will be defined by employees that are passionate about their product knowledge and the Regional, Seasonal and Artisanal approach to the Farm to Table menu. The employees are here to excite and entertain the guests while at ‘ULU Ocean Grill and Sushi Lounge.

‘ULU Ocean Grill + Sushi Lounge will offer two distinct dining experiences during the evening.

The contemporary Sushi Lounge, including the outdoor fire pit will provide our guests with made to order, innovative Sushi and handcrafted cocktails while the Ocean Grill will feature a selection of fresh island fish, meats and finest local produce.





‘ULU Sushi Lounge

As guests pass by the hostess stand and walk into the lounge they will notice the sleek bar with it’s hand crafted wood panels and the sunset behind it. Visitors will have several options to enjoy. They can sit at the bar and watch the bartenders craft cocktails,. experience the lounge seating with beautiful views of the ocean or relax fire side on the beautiful lanai while the sun dips into the endless blue of the Pacific.

Sake Experience

For the full Sushi experience ‘ULU will offer a variety of different Sakes from different regions and different grades. A Sake sampler is available to guests who would like to taste the various sakes and to learn a little more about this mysterious beverage. The service will be traditionally served in Sake cups with saucer and poured until it overflows ...symbolizing good luck in the Japanese culture. Guests will be encouraged to drink the last sip from the saucer

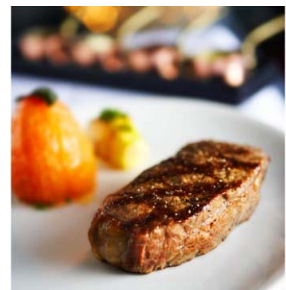
Craft Cocktails & Boutique Wineries

Cocktails will be crafted with a “Farm to Bar” approach showcasing local products such as fruit and herbs. The cocktail offerings will be current and sophisticated. ‘ULU will partner with a variety of boutique wineries to offer guests one of the most diverse wine lists in Hawaii

‘ULU Ocean Grill

Behind the hostess stand, on the action station you will see a table displayed with wines and glassware, champagne chilling in a punch bowl and a person behind conversing with other guest. The wine table will feature “wines of the moment” several days a week - including unique boutique wines, rare finds and opportunities to try higher end wines at a value.

Regardless of where guests decide to settle, the experience will be sophisticated, compelling and fun. Service will be warm, swift and exciting. All of ‘ULU’s employees will exude passion for the unique experience while being able to describe the origin of the products. Above all else the experience of ‘ULU will be anchored by a staff who defines the spirit of Aloha





NEW TO.....

Private Dining Area's

'ULU is the perfect place for social affairs, utilizing the ocean front Private Dining Spaces. Offering three different PDR experiences in one restaurant. Makai Lanai for table side cooking and beachside receptions, the Kohala Room on the north end of the restaurant with the adjacent buffet area and Moana Terrace with the most privacy and a birds eye view of the ocean.

After Dinner Drinks

With its fire pit and lounge area, 'ULU is the perfect place to unwind for the evening and to enjoy the warm breeze from the ocean while time is going by.

Wine Pad

As one of very few restaurants in Hawaii, 'ULU is proud to feature its wine list from of an iPad. Instead of just reading the names of a wine and the price from a conventional wine list, our guests can browse the wine list, including ratings and tasting notes.

Wines of the Moment

With a minimum order of two glasses, any bottle of wine on the list under \$200 per bottle will be opened for your enjoyment. The remainder of the wine will be added to our daily wine by the glass specials. Our "Verre de vine" wine preservation system ensures that our wines stay fresh for days to come.

Saturday's Farm to Table Dinner

Join Chef James Babian and his culinary team every Saturday evening at 'ULU, where they will showcase one of the 160 local Farmers and Fishermen with a special 4 course meal. Start the night with a beachside reception and indulge on the delicious offerings of the Island, while engaging in conversations over a glass of wine with your fellow guests. Up to 40 guests. \$95 and \$150 with wine pairing

Regional, Seasonal, Artisanal (R.S.A) Signature Epicurean Event

An annual promotion around the Farm to table program that 'ULU defines. R.S.A. gives our guests the opportunity to experience exciting culinary events with great food and wine, but also the opportunity to interact with our chefs, great winemakers and local farmers. The events will be centered around our annual Farmers Symposium luncheon at which around 160 farmers are invited to network, share ideas, trends and discuss the upcoming year.

The Art of Coffee

New to 'ULU and offered in the Hawaiian Coffee Lounge are two new coffee experiences that bring the enjoyment of coffee to an art form. "Chemex Coffee", is anything but new and actu-ally one of the oldest methods of brewing coffee. The carafe is brought to the table and the hot water is poured over the coffee grinds right in front of the guest, leaving a wonderfully clean and pure flavor. The soon to be signature "Coffee Bong", will delight guests with an equally memorable preparation method as an incredibly tasting coffee.

Hawaiian Coffee House Retail Program

Our retail program will offer to our guests a variety of logo items from T-shirts, coffee mugs and Pillow cases to various Kona Coffee products

FOR IMMEDIATE RELEASE

FOUR SEASONS RESORT HUALĀLAI OPENS

'ULU OCEAN GRILL & SUSHI LOUNGE

Oceanfront restaurant latest offering in resort's enhanced culinary experiences

KONA, HAWAII'Ī (November 14, 2012) – Four Seasons Resort Hualālai at Historic Ka'ūpūlehu,

the first and only Forbes Five-Star resort on Hawai'ī Island, introduces 'ULU, a breathtaking new oceanfront fish and seafood restaurant, the latest enhancement to the Resort's dining experiences.

The culinary team presents Executive Chef James Babian's acclaimed "R.S.A. - Regional, Seasonal and Artisanal" cuisine to Hawaii's most beautiful setting, alongside the surf and under the stars. Working with over 160 farmers and fishermen on the Island, Chef Babian and his team are leaders in sustainable dining. 'ULU, as with the entire Resort, features cuisine that is 75% from Hawaii Island.

The name 'ULU means "breadfruit", the staple food brought to Hawaii by the Polynesian voyagers to sustain life through their journey, which links the *aina* (land) and the *kai* (water) of the Island. The original name of Ka'ūpūlehu was Ka'ūlupūlehu, paying tribute to the breadfruit, its importance to the people of Hawaii Island and as a reminder to always act with *aloha*.

The restaurant showcases a stylish blend of Hawaiian architecture and modern flair - a lively, informal setting where guests are inspired, surprised and delighted by Hawaii's natural beauty and the flavors of the Pacific. Casual, friendly and knowledgeable servers guide guests through a social dining experience, highlighting an innovative ocean-to-table menu with playful tableside presentation. Cuisine is prepared oven roasted, flame grilled and wok fired, and signature dishes include: Oven Roasted Whole Fish, Lobster Wonton Soup and Table-side Ahi Poke. An extensive wine list, with a special selection of boutique wines is presented via iPad, complete with tasting notes and ratings to make the selection process more interactive and informative. The Wine Table will display wines, decanters and glassware, where ULU's wine expert will interact with guests.

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Designed by Jennifer Johanson of **EDG** Interior Architecture & Design, 'ULU offers three distinct private dining terraces are ideal for larger parties and special events: Makai Lanai for tableside dining and beach receptions, Kohala Room on the north end of the restaurant with the adjacent buffet area and Moana Terrace, offering the most privacy and clear oceanfront setting.

The modern sushi lounge and 10-seat ocean view bar feature the Island's freshest sushi, as well as craft cocktails, sake and Japanese beers. Signature dishes include: Fire & Ice Crab Roll, Crunchy Shrimp Roll and Kampachi Sashimi; while signature craft cocktails include the Kona Kaffir, a cocktail made entirely from ingredients harvested within 100 miles of the Resort. After-dinner drinks are enjoyed in a social setting around the fire pit on the beachside terrace.

A weekly Saturday night Farm-to-Table signature event will be hosted by Chef Babian and a Hawaii Island farmer or fisherman. Following a beachside reception, guests on Makai Lanai will enjoy a prix-fixe menu showcasing the best of the Island's offerings.

By day, 'ULU presents an extensive a la carte and buffet breakfast, with delectable action stations as well as bespoke juices and a selection of Kona's finest estate coffees. The Hawaiian Coffee House is a themed lounge within the restaurant, offering a barista bar, tableside brewed coffee, signature breakfast paninis, acai bowls and fresh pastry - perfect for guests looking for a lighter start to the day. 'ULU seats 195 in the dining room and 32 in the sushi lounge and bar, and is open for breakfast and dinner daily.

“ 'ULU pays tribute to the beauty, bounty and spirit of Hawai'i Island,” says Robert Whitfield, regional vice president and general manager of Four Seasons Resort Hualālai. “This new and stylish dining experience offers a number of ways to enjoy a meal – be it loungy and social, or quiet and romantic – all following our commitment to keeping it ‘regional, seasonal, artisanal’.”

10 Things to Know About

1. Executive Chef James Babian's acclaimed "R.S.A. - Regional, Seasonal and Artisanal" cuisine is served in Hawaii's most beautiful setting, alongside the surf and under the stars.
2. Working with over 160 farmers and fishermen on the Island, Chef Babian and his team are leaders in sustainable dining. 'ULU, as with the entire Resort, features cuisine that is 75% from Hawaii Island.
3. Cuisine is prepared oven roasted, flame grilled and wok fired, showcasing simply prepared, beautifully presented, delicious fish and seafood, some with playful tableside presentation. The ocean-to-table cuisine is complemented by an extensive wine list, with a special selection of boutique wines, presented via iPad.
4. The modern sushi lounge and 10-seat ocean view bar feature the Island's freshest sushi, fresh fish and seafood offerings, as well as craft cocktails, sake and Japanese beers.
5. A weekly Saturday night Farm-to-Table signature event will be hosted by Chef Babian and a Hawaii Island farmer or fisherman. Following a beachside reception, guests on Makai Lanai will enjoy a prix-fixe menu showcasing the best of the Island's offerings.
6. A signature dinner at 'ULU would be something like this: Kona Kaffir craft cocktail and the Fire & Ice Crab Roll in the Lounge, followed by Tableside Ahi Poke, Lobster Wonton Soup and Oven Roasted Whole Fish. A bottle of Brewer-Clifton's 2009 Melville Pinot Noir is the perfect accompaniment, while XXXX sweetly concludes the meal, along with table-brewed, estate-grown Kona coffee.
7. 'ULU presents an extensive a la carte and buffet breakfast, with delectable action stations as well as bespoke juices and a selection of Kona's finest estate coffees. The Hawaiian Coffee House is a themed lounge within the restaurant, offering a barista bar, tableside brewed coffee, signature breakfast paninis, acai bowls and pastry - perfect for guests looking for a lighter start to the day.
8. The restaurant showcases a stylish blend of Hawaiian architecture and modern flair - a lively, informal setting where guests are inspired, surprised and delighted by Hawaii's natural beauty and the flavors of the Pacific.
9. The name 'ULU means "breadfruit", the staple food brought to Hawaii by the Polynesian voyagers to sustain life through their journey.
10. Three distinct private dining terraces are ideal for larger parties and special events (Makai Lanai, Kohala Room and Moana Terrace.)

'ULU descriptive paragraph (website, press/sales kits, Open Table, etc.)

'ULU Ocean Grill & Sushi Lounge is the breathtaking new oceanfront fish and seafood restaurant at Four Seasons Resort Hualalai, where Executive Chef James Babian's acclaimed "R.S.A. - Regional, Seasonal and Artisanal" cuisine is served in Hawaii's most beautiful setting - alongside the surf and under the stars. The restaurant showcases a stylish blend of Hawaiian architecture and modern flair - a lively, informal setting where guests are inspired, surprised and delighted by the Hawaii's natural beauty and the flavors of the Pacific, through an innovative menu with playful tableside presentation. Cuisine is prepared oven roasted, flame grilled and wok fired, while an extensive wine list, with a special selection of boutique wines is presented via iPad. The modern sushi lounge and ocean view bar feature the Island's freshest sushi, as well as craft cocktails, sake and Japanese beers. Casual, friendly and knowledgeable servers guide guests through a social dining experience not to be forgotten.