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COFFEE AT SUNRISE, COCKTAILS AT SUNSET: Hawaiian Aroma Caffé Launches New Bar Menu

(Honolulu, HI)— Summer is winding down, but the best is always saved for last. Case in point, renowned Hawaiian Aroma Caffé has evolved to a café and bar at their Holiday Inn Beachcomber location.

“Offering a full bar and premium cocktails to serve the pool seemed to be the perfect addition to the café as it is overlooking the hotel’s pool terrace,” states owners and power couple Jonathan and Mor Rotmensch.

To complete their vision and develop the brand’s concept and contemporary cocktail menu, the Rotmensch’s hired Hawaii’s award-winning mixologist Royce Lee Kwai. Kwai comes with over 18 years of experience in the bar industry including managing Habitant at Nordstrom and the famed Next Door in Chinatown. “Royce has been known to stimulate and awaken the senses in every one of his cocktails,” notes Jonathan Rotmensch. With awards such as Hawaii’s Best Flair Bartender, The Iron Bartender and three times Top Three Drunken Master, Kwai’s new menu at Hawaiian Aroma Caffé is both promising and exciting, to say the least.

The specialty cocktail menu is appropriately named Okole Maluna, or “bottoms up!” in Hawaiian. The ALOHA menu conveys a day in Hawaii and is inspired by the phrase “You had me at aloha.”

The ALOHA menu is served all day and is as follows,

- A- **Another Day in Paradise:** A refreshing blend of Malibu Rum, coconut, and horchata.
- L- **Lost in Waikiki:** A gorgeous sangria with fresh fruit, elder flower, and white wine served in a trendy “swag bag.”
- O- **Orange Sunset:** An upgraded mimosa featuring Tito’s Vodka, peach, orange juice and sparkling wine.
- H- **Happy Hour:** This deliciously sweet and sour drink features Plymouth Gin, fresh raspberries, and lemons.
- A- **A Hui Hou:** “See you again” in Hawaiian, this drink will leave a lasting impression with Patron Reposada, vanilla, mint and a dash of lemon.

For those with love for the legendary Don Ho's "Tiny Bubbles," look no further than "Bubbles for Troubles." A menu to excite every guest with a refined palate from sunrise to sunset, the Bubbles for Troubles lineup features Kenwood Sparkling Wine with flavors that includes Wild Blackberry Sparkle, Raspberry Fling, Pineapple Pick-a-Boo, Mango Mingle, Blueberry Bubble, Lovely Lavender, and Hibiscus D. Light. Each drink is a unique and stunning take on sparkling wine and is sure to be the perfect pool-side toast.

Hungry patrons will also rejoice at the Pupu's in Paradise collection of specialty bar foods which are equally tantalizing as the cocktails.

The delightfully named Pupu's in Paradise menu is served between 7:00 PM – 10:00 PM and features the following selection:

- A- **Aina Slider:** A vegetarian slider featuring the bounty of the aina ("the land" in Hawaiian) with sautéed mushrooms, mozzarella cheese, and pesto aioli.

- R- **Roasted Stack:** Angus roast beef marinated in roasted pineapple, roasted red bell peppers, and habaneros.

- O- **Ohana Bite:** Ohana Bite: Perfect for the Ohana ("family" in Hawaiian), this Luau in slider form is filled with Kalua Pork on a purple taro bun with horseradish and Parmesan coleslaw.

- M- **Mac Chicken:** A sophisticated creamy macadamia nut spread with shredded chicken breast and a salty pickle.

- A- **Atlantic Craving:** Premium Atlantic Salmon in a cilantro lime and garlic sauce with sliced tomatoes and red onions.

About Hawaiian Aroma Caffé

The café first opened its doors in April 2016. Combining European flair and Hawaiian hospitality, the high-ceiling space features a cozy nook for up to eight people with a chalkboard mural designed in collaboration with "Chalkboard Queen" Erin Ibarra of Artery Design Studio. An eye-catch living wall with ferns in terracotta pots, and vintage surf trophies that transport you to Hawaii's yesteryears.

Hawaiian Aroma Caffé is known as a hip and Instagram-worthy gem with fashion magazines and Japanese TV shows clamoring to use the chic venue as the perfect backdrop. The open-aired and on-trend concept came to fruition by Morjon, Inc., a Hawaii-based multi-disciplinary design studio owned by the café owners themselves. Morjon visualized an idyllic locale at the center of the hustle and bustle in Waikiki. The venue's modern architecture is given interest and texture through a blend of traditional Hawaiian motifs with surf-inspired elements and a refined retro-chic touch.

Owned and operated by the talented couple, husband Chef Jonathan Rotmensch, and wife, Mor Rotmensch, Hawaiian Aroma Caffé also boasts a notable and delicious food menu that seamlessly incorporates the Rotmenschs' journeys in panini form. The couple both grew up in the Middle East and Europe, transplanting to Hawaii while cultivating an appreciation for Asian traditions, picking up conversational Japanese along the way. It's safe to say that the Rotmenschs' intuitively understand people and the importance of crafting a sensory experience through coffee and food.

The café has earned international respect for its extraordinary custom roast which integrates Hawaiian and estate-grown Guatemalan coffee through a traditional Italian method using Western techniques. The Hawaiian Aroma Caffé coffee is known to be smooth, subtly nutty with low acidity.

Guests will enjoy the range of gourmet paninis and a rotating Special of the Day that quickly sells out (keep an eye out for the ham and brie panini with truffle-infused honey!). Paired with breakfast options that include the Hawaiian Aroma Acai Bowl, Breakfast Croissants, six kinds of Belgium Waffles and omelet paninis, locals and visitors in Waikiki will quickly find this the optimal breakfast and lunch spot during the week and brunch favorite over the weekends.

Hawaiian Aroma Caffé currently has three locations: The Davies Pacific Building in Downtown Honolulu, Ilikai Hotel, and most recently at Holiday Inn Beachcomber.

Hawaiian Aroma Caffé Waikiki

Address: Holiday Inn Beachcomber

2300 Kalakaua Ave. Honolulu, HI 96815

Website: <http://www.hawaiianaromacaffe.com/>

Facebook: <http://www.facebook.com/hawaiianaromacaffe>

Instagram: [@hawaiianaromacaffe](#) (#hawaiianaromacaffe)

Business Hours: 6:00 AM – 10:00 PM, daily

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If you would like more information about Hawaiian Aroma Caffé and/or any of the products mentioned, please call Sascha at (808) 922-8974, or email her at sascha@mediaetc.net.