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For Immediate Release  
November 14, 2017

**BECAUSE TWO IS BETTER THAN ONE:  
Hawaiian Aroma Caffé Slated to Open Two New Locations in Waikiki**

(Honolulu, HI)— At this point, it should be no surprise that Hawaiian Aroma Caffé is ready to take over the world starting with Waikiki. With three locations in Honolulu—two in Waikiki, one in the business district of Downtown—Hawaiian Aroma Caffé is ready to nearly double to their collection of artisan chic Italian-style cafés with two additional locations in Waikiki.

The first of the two will open early December at OHANA® Waikiki East by Outrigger in the former Kimo Bean location on the second floor. The Kaiulani Avenue-facing stairway entrance leads up to a comfortable 1,300-sqft space in-line with its signature surf-inspired, retro-chic, open-aired venue that shines with owners Jonathan and Mor Rotmensch's impeccable style.

The second of the two is slated to open early 2018 within T Galleria by DFS, Hawaii in the form of a 360-degree open café. The creatively designed kiosk will stand within the bustling lobby on the Royal Hawaiian Avenue side of the gourmet department within a 500-sqft space. Hawaiian Aroma Caffé will offer an exclusive collection of coffee blends for this location, ranging from medium to dark roast ground coffee. Customers eager for their morning Hawaiian Aroma fix before 2018 are in luck: a pop-up stand is now open in the form of a coral red Vespa moped surrounded by wooden crates—as though a fresh delivery of coffee and pastries had just been made to T Galleria by DFS, Hawaii.

Both locales will feature Hawaiian Aroma Caffé's signature coffees, paninis, waffles, and pastries.

**About Hawaiian Aroma Caffé**

The café first opened its doors in 2011. 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: OHANA® East Waikiki by Outrigger (Opening December 2017)  
150 Kaiulani Ave. Honolulu, HI 96815

Address: T Galleria by DFS, Hawaii (Opening Early 2018)  
330 Royal Hawaiian Ave. Honolulu, HI 96815  
Business Hours: 9:30 AM – 11:00 PM, daily

Address: Holiday Inn Beachcomber  
2300 Kalakaua Ave. Honolulu, HI 96815  
Business Hours: 6:00 AM – 10:00 PM, daily

Website: <http://www.hawaiianaromacaffe.com/>  
Facebook: <http://www.facebook.com/hawaiianaromacaffe>  
Instagram: @hawaiianaroma (#hawaiianaroma)

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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](mailto:sascha@mediaetc.net).

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