



FOR IMMEDIATE RELEASE

Contact: Dawn Sakamoto (808) 534-7170 or dawn@bookshawaii.net

The Maui Book of Lavender: A Fresh New Guide to the Fragrant Herb

Besides its distinctive aroma, lavender boasts time-proven health, beauty and culinary value; its use has been well documented for some 2,500 years. *The Maui Book of Lavender*, a new lavender-scented release from Watermark Publishing, traces the herb's historic uses in Hawai'i and abroad, as it unveils the unique agribusiness story of Maui's Ali'i Kula Lavender.

A scenic farm with a diverse crop and product line, Ali'i Kula Lavender perches high on the slopes of Haleakalā, where lavender plants stretch across the hillside in a sea of purple, green and silver. A dry, sunny region on the volcano's leeward flank, Kula is an ideal place for growing lavender – a drought-resistant plant that requires rich soil, full sun and well-drained southwest-facing slopes.

Stunning photography and useful information on lavender crafts and home uses, as well as 40 recipes incorporating lavender, make this hardcover book a treasure for gardeners, home crafters, cooks and anyone else who appreciates a little lavender in their life.

Co-authors Alii Chang and Lani Medina Weigert are the visionaries behind Ali'i Kula Lavender, where they embrace the *aloha* spirit and partner – rather than compete with – other Maui businesses to offer more than 75 different lavender-based products. Chang and Weigert take their *kuleana* – their responsibility – to heart: to connect with the land and enrich the community. Jill Engledow, their collaborator on the lavish new book, wrote for *The Maui News* for 18 years and now writes about the culture and history of Maui and Hawai'i.

The Maui Book of Lavender (ISBN 978-0-9790647-7-7) will be available in January 2009 priced at \$22.95 at bookstores and other retail outlets, from online booksellers, or direct from the publisher at www.bookshawaii.net. Copies are also available at the Ali'i Kula Lavender farm or at their Web site, www.aliikulalavender.com. Contact Watermark Publishing, 1088 Bishop St., Suite 310, Honolulu, HI 96813; telephone (808) 587-7766; toll-free (866) 900-BOOK; fax (808) 521-3461; e-mail sales@bookshawaii.net.

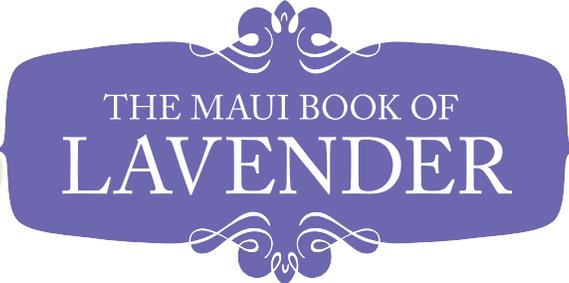
#

1088 Bishop Street, Suite 310
Honolulu, Hawaii 96813
Ph. 808.587.7766
Fax 808.521.3461

THE MAUI BOOK OF LAVENDER

Lavender Facts & Lore

- ☞ *The use of lavender has been recorded for more than 2,500 years. Scientific research has proven the effectiveness of many of the herb's traditional treatments, such as its use as a cleansing and disinfecting agent, insect repellent or sleep-aid.*
- ☞ *One famous story tells of four thieves who were caught ransacking the empty houses—and even graves—of plague victims after the bubonic plague struck Marseille, France. When the judge inquired as to how they had resisted the plague, they confessed they had drunk and washed with a lavender-vinegar concoction. The men were freed in exchange for the recipe.*
- ☞ *No one seems to know how or when lavender first found its way to Hawai'i. It was a common household item in the 1800s, however, so perhaps it simply went unremarked. An 1849 advertisement in the Honolulu Times hawked lavender water, along with other goods, and in the same year, missionary Amos Starr Cooke noted in a letter that “a spoonful of ‘Lavender’ soon relieved” an ailing family member.*
- ☞ *Lavender is a member of the Labiatae or mint family, related to thyme, savory, rosemary and sage. Forty-five varieties of the herb thrive, many year-round, at Ali'i Kula Lavender farm on the slopes of Haleakalā. The farm's ideal growing conditions—good drainage, light soil, lots of sun, and a southward slope—yield a more strongly-scented lavender than farms elsewhere.*
- ☞ *In its symbolism, as well as its uses, lavender is versatile. In the language of flowers (a popular mode of communicating secret messages in the 19th century), lavender can mean devotion, luck, success, happiness, distrust, or ardent attachment.*
- ☞ *Lavender can be used for all sorts of culinary purposes—stocks, soups, chowders, salads and dressings, fish, meat and poultry dishes, desserts, baked goods, jams, jellies, syrups, vinegars, pickles, chutneys, and ketchups, and in drinks from tea to lemonade to margaritas! Talk about versatile!*
- ☞ *Use only a small amount of lavender to flavor food; too much can be overwhelming. And be sure to stay away from the more camphorous varieties—angustifolias and dentata are great, or just look for packages labeled “culinary lavender.”*



THE MAUI BOOK OF LAVENDER

About the Authors

Alii Chang is co-owner and Lavender Grower & Artist for Alii Kula Lavender. With his intuitive sense of placement and design in landscape, Alii won a Betty Crocker Award in 2004 for creating one of Hawaii's Most Beautiful Garden Landscapes. He resides at the lavender farm on Maui and is working to expand his crops to include olive trees and bee hives for the production of lavender honeycombs. He conducts educational cart tours twice daily at the farm.

•My passion has always been in the earth,Ž says Alii, who was raised by his grandmother on a 20-acre farm in Kaneohe, Oahu. A successful businessman, he owned and sold two flower farms before he hit upon the idea of growing drought-tolerant lavender on the slopes of Haleakala. •It was perfect for us. I think the lavender chose me. Lavender won't grow just anywhere. It happens that we're right here under a lucky star.Ž

Lani Medina Weigert is co-owner and Marketing & Promotions Director for Alii Kula Lavender (AKL). After 28 years as Sales and Operations Director for tour wholesaler Pleasant Hawaiian Holidays, she created and implemented a unique brand of agricultural tourism for AKL, helping establish the farm as Hawaii's premier lavender farm. Lani is president of the Hawaii AgriTourism Association and a board member of the Agricultural Leadership Foundation of Hawaii.

Like Alii, Lani grew up gardening with her grandmother on the windward coast of Oahu. A chance excursion led Lani and her friend, Mars Simpson, the third partner in AKL, to Alii's farm, where the three made an instant connection. •I didn't have many answers about making lavender a viable business,Ž Lani recalls, •but two words kept coming to my mind, experience and land.Ž Thus, the heart of AKL's operation is the feeling of connection visitors experience as soon as they set foot on the farm.

THE MAUI BOOK OF LAVENDER

Making a Lavender Wreath



A wreath can be as fancy as you want it to be, and can be made with a variety of garden plants and flowers. But of course, lavender is the base for everything, and you can make a lovely pure lavender wreath fairly simply.

You will need

- Flowering lavender. This wreath requires a lot of stems, so you'll probably want to do it when your own plants bloom or after buying bunches on a trip to a lavender farm.
- A circular base for the wreath, perhaps the willow or grapevine versions you can find in any craft store.
- Moss, if you want to plump up the wreath.
- Elastic bands and a ball of twine or raffia.

Directions

- Grasp your lavender by the handful and arrange the stems so that all the flowers are bunched closely together.
- Cut the stems a few inches below the blossoms and secure them with an elastic band.
- Lay the bunch along the wreath base and wrap the twine or raffia around the base and a lavender bunch, pulling it snug.
- Lay the next bunch overlapping the stems of the first, and tightly wrap the twine around to bind it to the base.
- Continue layering bunches all the way around, with the flowers pointing all in the same direction.
- Tuck in the end of the twine or raffia beneath the first bundle.
- Make a loop for hanging and attach it to the base.
- Let the wreath lay flat as it dries, so that the flower bunches don't droop or sag.

You can tie a pretty bow to your wreath, or tuck in other dried flowers or some baby's breath. It will last for several years; add a few drops of essential oil to the back of the wreath if the scent begins to fade.



THE MAUI BOOK OF LAVENDER

Lavender Crab & Mango Spring Rolls

by Chef Paul Lamparelli



Spring Rolls

- 1 c. blue crab meat, cooked
- ½ c. fresh mango, diced
- pinch of Culinary Lavender* flowers
- 1 Tbsp. Lavender Gourmet Seasoning*
- 1 cucumber, julienned
- 1 large carrot, julienned
- 4 oz. radish sprouts
- 1 pkg. Thai rice paper spring roll wrappers (round)

In a large bowl, mix crab with mango and seasonings. Divide mixture into six portions. Lay down a clean linen napkin on your counter or cutting board. Make spring rolls one at a time. Pour warm water in a wide-rim, shallow bowl or plate. Dredge rice paper through warm water for a few seconds, but not until soft. Lay wrapper down on linen napkin and add one portion of the crab mix. Cover with layers of the vegetables and roll bottom up. Bring in sides and roll all the way up.

Dipping Sauce

- 1 Tbsp. Lavender Liliko'i Jelly*
- 1 Tbsp. lavender herb vinegar
- 1 Tbsp. water
- Fresh ground pepper, to taste

Mix together for dipping sauce.

Serves 6 to 8

**To make cooking with lavender easy, Ali'i Kula Lavender chefs and partners have developed several pre-made mixes, seasoning and dressings. These are available through the farm, wherever their products are sold, or may be substituted with other, similar products frequently offered in gourmet stores.*

THE MAUI BOOK OF
LAVENDER

**Lavender Pepper-Spiced Shrimp with Grilled
Corn & Hayden Mango Salsa**

by Chef Paul Lamparelli



Lavender Pepper-Spiced Shrimp

1 dozen Shrimp, washed, peeled and de-veined

Season with Lavender Pepper Seasoning*, Lavender Gourmet Seasoning*, smoked paprika (or regular), cayenne pepper and salt, to taste. Sauté in olive oil.

Grilled Corn & Hayden Mango Salsa

3 ears fresh sweet corn
2 Tbsp. vegetable oil
Salt and pepper, to taste
½ sweet red pepper, finely minced
½ red onion, finely minced
1 large Hayden mango, peeled and finely diced
3-5 mint leaves, chopped
2 tsp. Lavender Honey*
1 tsp. lavender vinegar
1 orange, juiced

Rub corn with oil, and season with salt and pepper. Grill corn on barbecue (medium heat) until cooked and some brown and black spots have developed. Let corn cool and cut corn from cob into a salsa bowl. Add red pepper, red onion, mango and mint. In a separate bowl, whisk together honey, vinegar and orange juice. Mix with salsa ingredients and spoon over shrimp.

Serves 2 to 4

**To make cooking with lavender easy, Ali'i Kula Lavender chefs and partners have developed several pre-made mixes, seasoning and dressings. These are available through the farm, wherever their products are sold, or may be substituted with other, similar products frequently offered in gourmet stores.*

THE MAUI BOOK OF LAVENDER

Lavender-Liliko'i Chicken by Chef Crystal Carroll



Lavender-Liliko'i Chicken

1-2 lb. boneless, skinless chicken thighs
½ c. Lavender Herb Dressing*
1½ Tbsp. Lavender Gourmet Seasoning*

In a medium bowl, combine chicken thighs, Lavender Herb Dressing and Lavender Gourmet Seasoning; mix well. Chicken may be cut into strips if desired. Cook over medium heat until done. Also great when cooked on a barbecue grill.

Liliko'i Sauce

¼ c. soy sauce
¼ c. Lavender Sugar*
2½ Tbsp. Lavender Liliko'i Jelly*

In a medium saucepan over medium heat, sauté soy sauce, sugar and jelly, stirring until sauce gets thick. Pour over chicken and serve with rice or potatoes. Excellent over salad greens too!

Serves 4.

**To make cooking with lavender easy, Ali'i Kula Lavender chefs and partners have developed several pre-made mixes, seasoning and dressings. These are available through the farm, wherever their products are sold, or may be substituted with other, similar products frequently offered in gourmet stores.*



THE MAUI BOOK OF
LAVENDER

Zesty Lavender Shortbread Wedges

½ c.	<i>butter at room temperature</i>
⅓ c.	<i>sugar</i>
⅓ c.	<i>powdered sugar</i>
1 tsp.	<i>grated lemon peel</i>
1 Tbsp.	<i>lemon juice</i>
1 c.	<i>all-purpose flour</i>
½ Tbsp.	<i>cornstarch</i>
½ tsp.	<i>Culinary Lavender,* ground (use coffee grinder to grind lavender buds)</i>
2 Tbsp.	<i>Lavender Sugar* (optional)</i>

Blend butter and sugars until creamy. Add remaining ingredients and mix until combined into a smooth dough. Press dough into two 8-inch pie dishes. Press tines of a fork around edges to make a ridge pattern. Pierce dough with fork in parallel lines about 1 inch apart. Bake until firm to touch and slightly browned, about 25 to 30 minutes. Sprinkle Lavender Sugar on dough while it is still hot (optional). Cut each round while still warm. Cool completely before serving.

Serves 8 to 10

**To make cooking with lavender easy, Ali'i Kula Lavender chefs and partners have developed several pre-made mixes, seasoning and dressings. These are available through the farm, wherever their products are sold, or may be substituted with other, similar products frequently offered in gourmet stores.*