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The Kona Coffee Cultural Festival experience is unique, enriching and ensures that the story of Kona coffee's cultural heritage continues to be shared with residents and visitors.

The cultural heritage of Kona's coffee industry is built on the multi-generational tenant farmers, mainly of Japanese descent who established coffee plantations in the Kona District along with the native Hawaiian host culture who had earlier ties to growing coffee here in Kona.

Each year in November, Kona coffee's world-renown reputation along with the unique cultural heritage of the past tells the story of coffee traditions that produced this American legacy. Not to mention its mission to preserve, perpetuate and promote Kona's unique nearly 200-year coffee history. This year, Hawaii's oldest food festival celebrates Kona's famous brew with nearly 50 events throughout its 10 days, November 9 through 18, 2018.

Event participation includes Japanese community members who bring the coffee pioneers' story to life by depicting the daily lives of early Japanese immigrants during the period of 1920-1945 through an interpretive historic coffee farm, bon dance participation, Japanese lantern parade participation and hands-on cultural opportunities. Latina community members share dance, local Filipino clubs share food experiences and Native Hawaiian community members pass on their skills in the arts, traditions and practices including kapa masters, ipu masters who instruct visitors and residents on the lost art of Niihau gourd designing, lauhala weavers of all ethnicity who work together to perpetuate this vibrant piece of Native Hawaiian craft and educational native floral design and lei making classes.

While other Festival events spotlight Hawaiian music, song, and the Aloha spirit found throughout all of Hawaii.