



## Press Release

### PINEAPPLE IS STILL KING: DOLE PLANTATION'S PINEAPPLE GARDEN MAZE SETS NEW GUINNESS BOOK OF WORLD RECORDS

**WAHIAWA, HI** – Dole Plantation, one of O'ahu's most popular visitor attractions, set a new record for the world's largest maze from the Guinness Book of World Records. The Pineapple Garden Maze, which first debuted in 1998 and once held the world record in 2001, completed an expansion last year in order to earn back the title.

"The maze is one of our most popular attractions at Dole Plantation for both young and old," commented General Manager Mike Moon. "We've been planning this attempt for a while, but the process is quite involved and we wanted to be sure we had everything in order before we contacted Guinness."

An expanded version of the existing Pineapple Garden Maze debuted in July 2007 adding 36,800 square feet and 4,710 linear feet. The expanded maze now occupies an area of more than two acres or 137,194 square feet with a path length of 13,001 linear feet. It is made of 14,000 colorful Hawai'i plants including hibiscus, heliconia, croton, panax and pineapple. The center of the maze is in the shape of a huge pineapple, which is made up of croton and has a crown of agapanthus.

"While we knew we had the numbers to earn the title after the expansion, the Guinness verification process is extensive and detailed," said Moon. "It took us an additional year to pull the pieces together for the official application and review."

During that time, Dole hired Engineers, Surveyors Hawaii, Inc. (ESH) to carefully measure the paths and total area of the expanded maze. ESH Vice President Miles Horie said the surveying process was quite involved as his crew carefully studied the intricate paths and sometimes found themselves lost in tall hedges.

"We had to think about ways to track our steps with string or radios. We would have one guy up on the Plantation Store roof directing the ground crew to turn right or left," Horie laughed. "In the end, we got to know the maze pretty well and used a 8 foot tall spotting stick to aim the surveying equipment at."

In addition, Dole Plantation needed to bring in witnesses to verify the accuracy of the measurements and documentation. In the official procedures from the Guinness organization, these witnesses had to be of good standing in the community and provide a letter of support in awarding the world record.

City Councilman Donovan Dela Cruz and Helemano Elementary Principal Dennis Kato wrote those letters of support based on personally observing paths being measured and crosschecking the accompanying documentation to find measurements in agreement.

The Guinness Book of World Records application materials were sent in April and Dole Plantation received the good news on July 18. All involved in the effort are proud to regain the top spot and consider it an honor for the company and the state.

However, the real benefit of the larger maze is the additional fun visitors to Dole Plantation can have. With the expansion, adventurers can now search for eight secret stations on their way to solving the mystery of the maze. The fastest maze wanderers to find all eight stations, stencil in each station's different symbol on their maze cards, and return to the entrance, win a prize and have their names recorded on a sign at the maze entrance. The fastest times have been clocked at about seven minutes, while the average is about 45 minutes to one hour.

The former Guinness World Record belonged to the Peace Maze in Northern Ireland, which currently measures in at 118,403 square feet with 10,322 linear feet.

Dole Plantation, located outside Wahiawa town on the way to the North Shore of O'ahu, is open from 9 a.m. to 5:30 p.m. daily at 64-1550 Kamehameha Highway. The plantation offers visitors and kama'aina the complete "Pineapple Experience" with the Pineapple Garden Maze, the Pineapple Express Train, the Plantation Garden Tour, and the famous DoleWhip®. The plantation welcomes more than one million visitors annually.