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**Hawaiian Ukulele & Guitar Warms Up Winter NAMM Show with Debut of HUG Ukulele Exotic Acacia Wood Series**

**WAIKOLOA, HAWAII** (Jan. 17, 2019) — Hawaiian Ukulele & Guitar brings summer vibes to the 2020 Winter NAMM Show with the introduction of the HUG Ukulele Exotic Acacia Wood Series. These handcrafted instruments are made from solid-figured acacia wood and beautifully styled to reflect the vibrant culture of the Aloha State. With all-solid construction and the resonance of a high-quality instrument, the HUG Ukulele Exotic Acacia Wood Series delivers a healthy dose of “C” tuning and the warm tones of paradise.

Hawaiian Ukulele & Guitar has been a retailer of fine handcrafted instruments on the Big Island since 2011, and is thrilled to launch its very own product line at the 2020 NAMM Show in Anaheim, Calif. The Acacia Collection is the second of the HUG Ukulele Exotic Wood Series, following the previously announced Mango Collection. As a new brand, HUG Ukulele brings together modern innovations and time-honored traditions, as evident in the selection of acacia wood. With its clear, bright and sweet tone, acacia is as close in sound as possible to authentic Hawaiian koa, but at a fraction of the cost. Like its koa relative, acacia has its own distinctly figured appearance, giving the HUG Ukulele Exotic Acacia Wood Series its classically refined and sleek look. The natural wood is finished in a matte nitrocellulose, applied as thinly as possible for maximum resonance.

Balancing strength and symmetry, Hawaiian Ukulele & Guitar uses a fanned top-bracing pattern and sturdy C-shaped mahogany neck. Mahogany is also used for the beautiful bridge and 18-fret fingerboard with 3 mm mother-of-pearl dot inlays, along with a bone saddle and nut. Enclosed-gear chrome tuners have the proper tuning ratio for the Aquila 10U New Nylgut Tenor Ukulele Strings. These strings are made in Italy from a patented synthetic material that’s close in sound to authentic gut strings. Each ukulele in the HUG Ukulele Exotic Acacia Wood Series is crowned with HUG’s signature Ocean Wave headstock with figured acacia overlay.

As the HUG brand implies, Hawaiian Ukulele & Guitar wants players to embrace the sound and individuality of the ukulele that’s right for them. That’s why the HUG Ukulele Exotic Acacia Wood Series offers five styles, including Super Soprano Pineapple, Concert, Super Concert, Tenor and Super Tenor.

While a Hawaiian vacation may not be feasible this winter, the HUG Ukulele Exotic Acacia Wood Series may be all that is needed to bring the breezy sounds of summer in an authentic, handcrafted instrument, closer to home. Learn more at www.hugukulele.com, and for an even closer look, stop by Hawaiian Ukulele & Guitar’s NAMM Show booth, #1410 in Hall E.

**Suggested Retail $419 - $515 USD**