



TRANSCRIPCIÓN ORIGINAL DE STUDIO OCHENTA

HOW NO TO TRAVEL - EPISODE 1 - HAWAIIAN PIZZA

00:00 KIONA

So when you eat pineapple, it's actually eating you back.

00:07 KIONA

Hi, this is Kiona.

00:09 LUIS

And this is Luis.

00:10 KIONA

And we're your host of How Not to Travel Podcast Season 3.

00:14 LUIS

Fasten your seatbelts and take your seat at the table.

00:17 KIONA

In this season, we're traveling around the world from our dinner table to see how cultural exchange contributed to some of the world's most famous foods.

00:25 LUIS

This week, Hawaiian pizza.

00:30 KIONA

Okay Luis, this episode is about murder, colonization, and allergies.

00:36 LUIS

That sounds dramatic.

00:38 KIONA

We are going to be discussing, is Hawaiian pizza really Hawaiian? And the equally important question does pineapple belongs on pizza, but we'll get into that later.

00:47 LUIS

Oh wow, so we're starting straight with the controversial question, right?

00:51 KIONA

Yes, okay. So I paid for pineapples on pizza. I don't know why anyone would put sweet citrus juice on already citrus tomato. I don't understand it.

01:02 LUIS

Okay, so before we continue, if you like pineapple on pizza, please continue to listen. Don't tune out. So yes, please let me know why it's not Hawaiian. I could kind of imagine it. It sounded a little bit to like someone just thought putting a pineapple on something automatically makes it Hawaiian.

01:23 KIONA

Yeah.

01:24 LUIS

But I didn't know for sure. So I'd love to know more about that story.

01:27 KIONA

Okay, well this takes us all the way back in time to when someone brought pineapples to Hawaii.

01:33 LUIS

Someone brought pineapples to Hawaii. So they're not native to Hawaii.

01:38 KIONA

Exactly. Pineapples are not indigenous to the island.

01:42 LUIS

Oh, okay. So where did it come from?

01:45 KIONA

It's actually not even part of the indigenous diet. The majority of my native Hawaiian friends are allergic to pineapple. And that is why they say Hawaiian pizza is not actually Hawaiian.

01:55 LUIS

So many questions. Wow, how did this all happen then? I mean, I'm intrigued.

02:00 KIONA

So pineapples are actually in demand to South America, Probably Brazil is the first place as a scientific word for pineapple is Anana. Which is a toopy word and the toopy are an indigenous tribe of Brazil.

02:12 LUIS

That makes sense because like a lot of languages have the word or a form of the word Ananas as pineapple, right?

02:20 KIONA

And in fact, there's a Hawaiian word for pineapple, which is hala kahiki. Hala is another fruit and Kahiki is foreign. So it means a foreign fruit that resembles Hala.

02:30 LUIS

Oh, do you know what Hala is?

02:33 KIONA

It's actually a plant that is not edible, but it just looks like a pineapple. So literally all Hawaiians know just based off language that this fruit is not from here.

02:43 LUIS

So then the word for pineapple just means this fruit that looks like this other fruit.

02:48 KIONA

Yep.

02:50 LUIS

And you know, it's kind of ironic because in Spanish, of course, we have "piña". And if I'm not mistaken, it's because it looks like pinecone?

02:59 KIONA

Yes, exactly.

03:00 LUIS

Did I steal a fact from you?

03:03 KIONA

No, I actually was not even going to cover that, but that is exactly why it's called a piña.

03:07 LUIS

Yeah, so I love that Hawaiian word for pineapple comes from it looking like something else, but then Spanish word for pineapple also comes from it looking like something else.

03:15 KIONA

Yes, exactly. And actually it's the Spanish who travels with the pineapple from Brazil to Europe.

03:22 LUIS

And I'm sure it was like exotic to them.

03:26 KIONA

Yes, Europeans go crazy over it. But royals are gifting each other pineapples and growing their own pineapple, I guess, greenhouses and they even have rivalries over them.

03:37 LUIS

This was like the original royal hipster trend of like, you haven't been into pineapples yet?

03:43 KIONA

Yeah, like, are you not growing a pineapple in your greenhouse? Like, who are you? You peasant.

03:48 LUIS

Okay. So I imagine that they weren't like easily accessible to many people.

03:54 KIONA

Exactly. So you know it takes almost three or four years to completely grow one pineapple from planting to harvest.

04:01 LUIS

Three to four years.

04:02 KIONA

Yes.

04:03 LUIS
One single pineapple.

04:04 KIONA
Yes.

04:05 LUIS
Wow.

04:06 KIONA
So these things were mad expensive, costing around \$8000 in today's dollars.

04:11 LUIS
Eight thousand dollars?

04:13 KIONA
For one pineapple.

04:14 LUIS
A single pineapple.

04:15 KIONA
People weren't even eating them.

04:17 LUIS
Oh, they didn't even want them for that?

04:19 KIONA
No, they were displaying them like as decoration.

04:22 LUIS
So they were just like very fancy natural artwork or sculptures or furniture or something.

04:29 KIONA
And people made whole sculptures.
They created architecture around the shape of the pineapple. Like, it was a huge craze.

04:36 LUIS
This is so intriguing. Like, why would people do that and then not even eat it? Although I guess if you eat it, then that's the end of it, right? So maybe they held on to it a little longer, but it still goes bad, right? So the European aristocracy wasn't even bothering to eat them. Like, they didn't even know they could be eaten. They just sort of like displayed them and you know, show them off. Wait a minute. Were pineapples the first NFTs?

05:04 KIONA
Maybe.
Yeah, like you don't really consume them.
You just.

05:08 LUIS
You just hold them and brag to everyone else that you own them.

05:12 KIONA

Yeah, exactly. It was actually ship captains who discovered that the pineapple was packed with nutrients and prevented scurvy. So they became highly in demand at ports. So actually did you know that pineapple is the only source in nature of the enzyme bromelain? And bromelain actually digests proteins. So when you eat pineapple, it's actually eating you back.

05:38 LUIS

Yes, Kiona is right. Did you know that that annoying feeling on your tongue after eating pineapple happens because the pineapple is trying to eat you? So pineapples have bromelain, a chemical that breaks down proteins. And when you eat pineapple, that's exactly what it starts doing to your tongue. It doesn't actually harm you, but it often leaves you with this stinging sensation that we know all too well. The best and arguably most delicious way to counter this is to pair the pineapple with a creamy dairy product, such as yogurt or ice cream. That way you balance the pH and you give the pineapple another protein to nibble on first.

06:31 KIONA

Having it in hides and man in ports was actually how it makes its way to Hawaii.

06:35 LUIS

It was the sailors who originally said, wait, we can actually eat this and this is healthy.

06:40 KIONA

Yes, and I remember "piña" is Spanish and it was the Spanish sailors and the 1500s who later became friends with King Kamehameha, the great, who brought it to Hawaii.

06:50 LUIS

Oh, okay. So it was by way of the Spanish that it eventually arrived in Hawaii?

06:55 KIONA

Yes. But here's where our story takes an ugly turn. So Europeans start arriving to the Hawaiian islands, bring with them disease and ends up wiping out 80% of the native population. Sound familiar?

07:07 LUIS

Of course, yeah. Unfortunately, that's also what happened in a lot of Mexico and throughout Latin America, if I'm not mistaken, with indigenous populations.

07:15 KIONA

Yep. And then Hawaii starts land reforms, allowing foreigners to buy large plots of land for agriculture production, because the population declined and they had to make money somehow.

07:27 LUIS

Right.

07:28 KIONA

Then from there they started importing Asian and Puerto Rican and Portuguese servants and used indigenous labor to toil the grounds.

But it actually wasn't pineapple. It was sugar that took over the land and then Hawaii started actually depending on sugar production.

07:43 LUIS

Right. Like as an economy, you mean?

07:45 KIONA

Yes. So Hawaii's economy fully turned into a market economy, no globalization before it was fully sustaining itself, but now it became a global powerhouse. And the economy completely dependent on sugar production, which gave foreign land owners a lot of power. Well, these land forms brought the devil. I mean, Dole. James Dole. So James Dole acquires 64 acres of land and starts planting pineapple.

08:13 LUIS

That's why the name Dole is so associated with pineapple.

08:16 KIONA

Yes, I was just about to ask you that. So have you seen Dole in the grocery store?

08:20 LUIS

Of course, yeah. And like canned pineapples and I don't know. They probably sell other fruits if I remember correctly.

08:26 KIONA

Yes. Well, you will never see Dole the same again after the story.

08:30 LUIS

Uh oh. So what's going to happen?

08:32 KIONA

Yeah. Dole ups the pineapple game, replaces manual labor with machine labor.

08:38 LUIS

Okay.

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08:39 KIONA

So peeling and cutting pineapple with machinery. Then he turns to marketing and starts creating and marketing recipes using pineapples and places them in women's ads and cookbooks.

08:49 LUIS

So a sort of like pineapple craze going on, making people buy pineapple and try them and add them to everything.

08:56 KIONA

Exactly. So the demand for pineapple rolls. So then the Dole family purchased an entire island in Hawaii. It's called Lennight. And it there was just for the exclusive rights to grow pineapple there.

09:09 LUIS

The whole island is specifically dedicated to growing pineapples.

09:13 KIONA

Yes. And all of this led to the legal takeover of Hawaii and pointing a gun to the Queen of Hawaii's palace. Demanding she get the hell out of her own kingdom.

09:21 LUIS

Whoa. Whoa. Okay. So things escalated suddenly. I was not ready for that. I had heard about the takeover of Hawaii, but I didn't know it actually was related to the pineapple industry or had to do with that.

09:34 KIONA

Yeah. So it's a really common phrase back home where they say Dole Stole Hawaii. The Dole family grew so large in power and money that they got into politics. And well, in 1893, a group of 13 white businessmen staged a coup.

09:52 LUIS

Okay.

09:53 KIONA

A US warship without the US president's approval arrived in Honolulu Harbor and dispose of the Queen and instituted a new government.

10:01 LUIS

So this wasn't even with presidential approval. They just decided to do it.

10:05 KIONA

They made some back in a deal with some military guys and had them send a warship and pointed at the Queen's palace and the Queen did not want her people to die. Nor did she want to die. And so she retired to her home and these men took over.

10:23 LUIS

So these guys didn't only stage a coup and of course took over Hawaii, but they also, I guess, betrayed the US armed forces.

10:31 KIONA

Yes. President Cleveland, who was the president of the US at the time, criticized this abuse of power and the involvement of American troops. But at the same time, he didn't really do anything about it. Congress didn't move to stop it.

10:45 LUIS

Slapped them on the wrist, basically.

10:47 KIONA

Yeah, he was like, this is wrong and then did nothing. And guess who was the president of this new government?

10:53 LUIS

Who was?

10:54 KIONA

Stanford Dole. Yeah. So that's how they say "Dole stole". So yeah, the pineapple family established themselves as leaders. And next thing Hawaii would mean they would eliminate the foreign import tax on pineapples and that would cause them to make even more money. And on top of that, this new government prevented most Hawaiians and all Asians from voting. And that's why they say it was completely illegal to annex Hawaii to the United States. The people, original people of the lands weren't even allowed to vote for this.

11:25 LUIS

This is terrible.

11:26 KIONA

It is. Hawaiian still to this day acknowledge their own sovereignty and do not claim to be part of the United States, but rather their own country with their own culture, language, religion, life ways, histories, all of the above.

11:38 LUIS

Of course. But wait a minute.

So this is all about the pineapple, right? But what about pineapple on pizza then?

11:47 KIONA

Yeah, so it actually gets quite random.

11:50 LUIS

Okay.

11:51 KIONA

Hawaiian pizza was created in 1962 by a Greek immigrant in Canada.

12:00 LUIS

Did you know that the inventor of Hawaiian pizza remained largely uncredited for most of his life? Mr. Satirio Panoupoulos, who was better known as Sam, immigrated to Canada from Greece in 1954 at the age of 20. He and his brother opened a restaurant in Chatham, Ontario. And in 1962, he created the now world famous dish, which his customers apparently didn't like at first, but slowly grew to love the sweet and sour combination. However, he hadn't really been properly credited for the invention until someone attributed it to him on his Wikipedia page in 2009. When Mr. Panoupoulos died in 2017 at the age of 82, pizza hut locations in the UK decided to honor his legacy by handing out free Hawaiian pizzas. To celebrate the man they had dubbed Lord of the Pineapples.

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12:59 KIONA

This was a direct result of the Hawaiian islands illegally becoming a state in 1959. Everyone was in love with Hawaiian culture. Just thought it was so exotic. So three years later, by the time it gets to this Greek immigrant, the brand of the canned pineapples that were imported were called Hawaiian, hence Hawaiian pizza.

13:19 LUIS

The pineapples were labeled as Hawaiian because they were grown there and sent everywhere around the world. That's why he made this association.

13:31 KIONA

So Hawaiian pizza is in fact not Hawaiian nor pineapple for that matter. But if it wasn't for the Italians and their pizza, a Greek man living in Canada, the Spanish who brought the pineapple to Hawaii, and the American and English people taking over the island and the indigenous people being robbed of their land, we would not have Hawaiian pizza.

13:52 LUIS

One thing that I still want to maybe know a little bit more about is... how come the Hawaiian pizza that this Greek guy made in Canada become so popular? I wonder if it has to do with what you were saying about pineapple being seen as this very exotic fruit and since it was made in the 60s, I wonder if it was made at the right time for it to be such a sensation worldwide?

14:20 KIONA

Yeah, so during the 60s, Hawaii had just been added as a state and so it allowed Americans to travel there without a visa or anything like you didn't need a passport to go. So people were going crazy, going to Hawaii. I mean, that's when you see the rise of surf culture. You see the rise of surf rock and roll, skate culture. The 70s come up, the hippies. So Hawaii had a moment. It was like a global trend and that is where the globalization of Hawaiian pizza came from.

14:51 LUIS

To be honest, Hawaiian pizza has never really been my favorite flavor, but I've always been the type that if that's what there is at a party, I'll have it. I guess it's okay, but now I think I'm less of a fan.

15:07 KIONA

Yeah, I mean, you know how I feel about it. I already don't think it tastes good.

15:11 LUIS

Did you know that there's a place in Hawaii where you can actually get, quote, real Hawaiian pizza? So by now we're all aware that the Hawaiian pizza we know isn't actually from Hawaii. But a few pizzerias in the islands have reclaimed the recipe by making it with local ingredients. For example, Flat Bread Company on Maui Island makes their take on this classic by switching the ham for Kaluah pork. A popular dish that's traditionally slow cooked and gives them eat a super soft texture and smoky flavor. Another pizzeria, long-bored legends on Hawaii Island, makes their dough with taro flour a native ingredient. And both versions include Hawaiian grown pineapples.

16:04 LUIS

So we're about to have our favorite food of the season.

16:09 KIONA

Alright, let's dig in. I'm putting chili peppers on it to mask the taste.

16:24 KIONA

Okay, so I'm just going to go on a limb and say maybe this food just shouldn't have been created. Like I'm not really sure it was worth it.

16:31 LUIS

It's okay at best, I guess.

16:34 KIONA

Yeah, and like the way all the cultures mixed it just wasn't a vibe.

16:39 LUIS

So you are most definitely not a fan of Hawaiian pizza. But do you like pineapple on anything in particular?

16:48 KIONA

Yes, I love pineapple on Tacos al Pastor.

16:52 LUIS

Oh yeah, that can be very good.

16:54 KIONA

Which I'm sure has its own story completely, maybe for season two.

16:58 LUIS

Yeah, I'd love to explore that.

17:04 KIONA

And that's it for this episode.

17:07 LUIS

If you're still hungry for more, stick around and listen to our other episodes of this season.