



PRESS RELEASE
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FOR IMMEDIATE RELEASE

MAUI HEMP HISTORY WEEK KICKS OFF AT MAUI BREWING COMPANY

Events “On Tap” include Freshly Brewed Beer

Kihei, Hawaii (June 1, 2017) – The kick-off for Maui’s 4th Annual Hemp History Week celebrations will begin with a proclamation by Mayor Arakawa at Maui Brewing Company’s Kihei Tasting Room on Monday, June 5th at 3pm. Presented by The Maui Hemp Institute for Research & Development, Hemp History Week was established in 2010 to help educate the public and work to change legislation about hemp and promote the vision of The Maui Hemp Institute.

An expected crowd of 120 will be able to sample MBC’s freshly brewed “Hemp ESB”. Maui Brewing Company’s Brewmaster, Kim Brisson-Lutz, said they used 75 pounds, or 3 pounds per barrel, of Hemp Hearts from Manitoba Harvest Foods to brew the Extra Special Bitter-style beer. Although “bitter” is in its name, ESB is a mild and drinkable beer with biscuit caramel character to it. The nutty flavor profile comes from the hemp seed. The target ABV is 4.8% with a target 45 IBUs.

Other events scheduled for Hemp History Week on Maui include:

- Hawaii Farmers Union United Meeting “Hemplicious Pot Luck Dinner & Hemp Event”, Thursday, June 8th 5:30PM at The Kihei Charter School
- “Lahaina Town Party & Hemp Hour”, Friday, June 9th 5PM on Lahaina’s Front Street (free)
- “Hemp Fortified Food Forest” Farm Tour, Sunday June 11th 8AM at SimpliFresh Farms, Lahaina

Maui Brewing Company will be pouring Hemp ESB while it lasts, with special pricing next week for “Hemp Hour”. In addition, the Kihei Tasting Room’s week-long lineup of food trucks, including 808 Street Grindz, Big Beach BBQ, and That’s A Wrap, will offer menu options featuring hemp foods.

For information on The Maui Hemp Institute and Hemp History Week, visit <http://mauihempinstitute.org>.

For more information on MBC, visit MauiBrewing.com or follow @MauiBrewingCo on Facebook, Instagram, and Twitter.

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About Maui Brewing Company

Founded in 2005, Maui Brewing Company is Hawaii's largest craft brewery, operating 100% in Hawaii. MBC is based on Maui, with its production brewery and tasting room in Kihei, as well as pubs in Kahana (Maui) and Waikiki (Oahu). Maui Brewing Company is available in 20 states and 10 international countries with more areas to follow.