



PRESS RELEASE
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FOR IMMEDIATE RELEASE

**MAUI BREWING COMPANY EXPANDS ITS 'OHANA
HIRES NORTHERN CALIFORNIA MARKET MANAGER**

Kihei, Hawaii (August 15, 2017) – Maui Brewing Company is pleased to announce the expansion of their 'ohana to the mainland as Therese Olsen joins MBC as the new Northern California Market Manager. Therese's food and beverage experience, including her more recent position at Mussetter Craft Distributing, will lend to her role in building relationships with MBC's wholesalers to promote and sell the brand across Northern California.

In a written statement, Therese said, "I am really excited about growing MBC in a booming Independent Craft Market in Northern CA and beyond! What Garrett and the MBC team have done with the brewery is amazing and environmentally responsible. I have been fortunate enough to work with and learn a lot from some great people in my last 11+ years, and I am looking forward to being part of a team who are nationally recognized for staying true to what Independent Craft Beer is about."

National Sales Manager, Pete Scheider added, "We're thrilled to hire a second mainland sales rep, especially a great candidate in Therese who comes with the knowledge from her experience at other craft breweries and distributors."

(photo)

MBC is a fiercely local company and has remained steadfast regarding local production. The MBC team are stewards of their communities and the 'aina, and curators of the craft beer way of life. Their beers have been recognized worldwide for quality and innovation.

For more information, 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 23 states and 10 international countries with more areas to follow.