



PRESS RELEASE  
605 Lipoa Pkwy., Kihei, HI 96753  
Contact: [PR@MauiBrewingCo.com](mailto:PR@MauiBrewingCo.com)  
**FOR IMMEDIATE RELEASE**

**MAUI BREWING COMPANY RELEASES PILIALOHA BELGIAN RED ALE  
AVAILABLE IN CANS FOR A LIMITED TIME**

Kihei, Hawaii (October 10, 2017) – On Friday, October 13, 2017, Maui Brewing Company will be releasing Piliialoha Belgian Red Ale in cans for a limited time only. This specialty Belgian Red Ale is brewed with KonaRed® Hawaiian Coffee Fruit. With its ruby red appearance comes a dark cherry fruit and dried figs aroma. The Motueka hops and a balance of four different malts provide an earthy flavor with notes of dark fruits and subtle Belgian esters.

"For this release, we wanted to create a recipe that would let the coffee fruit shine through. At 5.6% ABV and staying low at 15 IBUs, I think we set the stage nicely for the dark fruit character to mix well with the esters coming from the Bastogne yeast. I think people will be pleasantly surprised at the great ruby coloring when they pour it from the can as well," said Brewing Supervisor Jon DuPont.

While Piliialoha Belgian Red Ale has been available on draft for a few months, consumers can pick up a 6-pack for to-go consumption (Hawaii market only) beginning this Friday, October 13th in all Maui Brewing Company locations: Kihei, Lahaina, and Waikiki, or in retailers where MBC brews are available. MBC locations will also be offering a special "Keep the Glass" commemorative can glass in honor of this limited release.

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](http://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 Lahaina (Maui) and Waikiki (Oahu). Maui Brewing Company is available in 23 states and 10 international countries with more areas to follow.*