

FOR IMMEDIATE RELEASE
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Top Rating for CoCoNuT PorTeR

2008 World Beer Championships

CoCoNuT PorTeR Wins Gold!

TRULY LOCAL, TRULY NO KA OI



Lahaina, Kahana, Maui – Results were recently announced for the Flavored Porter category for the 2008 World Beer Championships.

The 2008 World Beer Championship is a consumer-focused competition devoted to finding and understanding great beers. Founded in 1994, is America's oldest international beer competition and is open to all commercially produced beers from around the world. It awards its medals based on the proprietary blind tasting methodology developed by the Beverage Testing Institute (BTI) and bands of the consumer accepted, 100-point quality rating scale. Instead of trying to crowd the tasting of hundreds or thousands of beers into a few days, like other beer competitions, the World Beer Championships reviews a different category of beer every other month and carefully blind tastes no more than thirty-five beers a day with a small group of BTI-certified, experienced judges from the retail, on-premise, distribution, and importing trades.

On January 3, 2008, Maui Brewing Co.'s CoCoNut PorTeR (5.7% ABV) was awarded a Gold Medal and rated "exceptional". The description given to this winner by the judges was: "Dark brown black color. Aromas of Almond Joy bars. A very smooth, velvety entry leads to a milky, dryish medium body of dark toast, toasted coconuts, and dark artisan chocolate with a creamy mocha-coconut milkshake-like fade. A fun and easy drinking porter with a unique flavor; serve with cheesecake." The top beers in the flavored porter category were Issaquah Brewhouse Smoked Frog Porter, 94 points; Maui Brewing Co. Coconut Porter, 91 points; Rogue Ales Mocha Porter, 89 points; The Boston Beer Co. Samuel Adams Honey Porter, 87 points; and Kona Brewing Co. Pipeline Coffee Porter, 85 points.

CoCoNut PorTeR is one of three genuine Hawaiian microbrews currently wholly produced and packaged in Lahaina by Maui Brewing Co. This product is being distributed throughout the Hawaiian Islands at the present time with mainland distribution later this year.

Founder Garrett Marrero and his wife, Melanie, run a 7-barrel brewpub at the Kahana location as well as the 25-barrel full production brewery and canning facility in Lahaina. Maui Brewing Co. is a truly local beer as 100% of their products are made in Hawaii as opposed to other "Hawaiian" beers.

Contact Garrett W. Marrero at 808.280.4687 or g@MauiBrewingCo.com for interviews, additional information, media questions, or to order for your retail/restaurant/resort establishment.

Brewpub

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