

FOR IMMEDIATE RELEASE
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Maui Brewing Co. Participating at World Beer Cup!

TRULY LOCAL, TRULY NO KA OI

Lahaina, Kahana, Maui – Maui Brewing Co. has entered eight of their genuine Hawaiian microbrews for this prestigious event being held in San Diego, CA. Beers entered are judged April 15-16 during the Craft Brewers Conference and winners are announced April 19, 2008 at the World Beer Cup Gala Awards Dinner.

The World Beer Cup Competition was established in 1996 and is held every two years. At the inaugural World Beer Cup, in Vail, CO, there were 600 beers entered from 250 breweries in 20 countries. In 2006, in Seattle, 2,221 entries were received from 540 breweries in 56 countries. This global competition ultimately creates greater consumer awareness about different beer styles and flavor profiles while promoting international brewing excellence. A highly qualified professional panel of beer judges honors the top three beers in 70+ categories with gold, silver, and bronze awards. The World Beer Cup, often referred to as "The Olympics of Beer Competition," is the most prestigious beer competition in the world.

Maui Brewing Co.'s Coconut Porter received a Gold Medal at the 2006 competition. Currently, this is one of three authentic Hawaiian microbrews fully produced and packaged on the island of Maui. Coconut Porter is distributed throughout the Hawaiian Islands with mainland distribution expected later this year.

During the World Beer Cup event in San Diego, Maui Brewing Co. microbrews will be available, on a limited basis, for sampling at O'Brien's Pub at 4646 Convoy Street, San Diego, CA.

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

Kahana Gateway Center
4405 Honoapiilani Hwy #217
Kahana, Maui, HI 96761

Production Brewery

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