

FOR IMMEDIATE RELEASE
12 April 2008

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Silver for Maui Pale Ale & Big Swell IPA!

2008 World Beer Championships

TRULY LOCAL, TRULY NO KA OI



Lahaina, Kahana, Maui – Results were recently announced for the American Style Pale Ale and India Pale Ale categories for the 2008 World Beer Championships.

The 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 February 19, 2008, **Maui Brewing Co.'s Maui Pale Ale** (5.5% ABV) was awarded a Silver Medal and rated "highly recommended". The description given to this winner by the judges was: "Medium amber color. Curious aromas of lemongrass sautéed in herbed butter and almond toffee. A round entry leads to a dry-yet-fruity medium-to-full body of vanilla mocha fudge, pithy lemon grass, and grilled tropical citrus flavors. Finishes with creamy and moderately astringent and citrus and hay like hops fade. Different, but fun."

On March 13, 2008, **Maui Brewing Co.'s Big Swell IPA** (6.2% ABV) was awarded a Silver Medal and rated "highly recommended". The description given to this winner by the judges was: "Deep amber color with a frothy taupe head. Vibrant aromas of orange zest, brown sugar, and delicate fresh cut pine are inviting. A silky entry leads to a tangy medium-to-full body of buttery caramel, sour cream, and roasted pineapple flavors. Finishes with sweet citrus, praline, and pine needle fade with a touch of soap and albumen. Interesting."

Big Swell IPA 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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