

FOR IMMEDIATE RELEASE
25 April 2008

Contact: Garrett W. Marrero
g@MauiBrewingCo.com, 808.280.4687

REAL Hawaiian Beers to Land in California!

TRULY LOCAL, TRULY NO KA OI



Lahaina, Kahana, Maui – Maui Brewing Co. is proud to announce that a distribution agreement has been reached with Beverages & More (BevMo) of Concord, CA. BevMo owns and operates 82 stores in California and Arizona. Initially, 33 BevMo stores will carry Maui Brewing Co.'s three packaged microbrews: CoCoNut PorTeR, Big Swell IPA and Bikini Blonde Lager.

The "Bevmo" stores that are carrying Maui Brewing Co. microbrews are: Brea, Burbank, Canoga Park, Carmel Mountain, Chino Hills, Costa Mesa, Cypress, Encinitas, Glendora, Huntington Beach, Irvine, La Jolla, La Mesa, Laguna Niguel, Lake Forest, Long Beach, Mira Loma, Mission Valley, Northridge, Oceanside, Orange, Palmdale, Pasadena, Rancho Cucamonga, Redlands, Simi Valley, Solana Beach, Temecula, Thousand Oaks, Torrance, Valencia, Van Nuys and West Hollywood.

Maui Brewing Co. distributes genuine Hawaiian microbrews. These beers are wholly produced and packaged in Lahaina by MBC. Although of course, these are USA products, due to Maui's geographical location, MBC products can actually be considered "imported" to the mainland, especially given the fact that the Hawaiian Islands are the most isolated group of islands on the planet! When you are drinking a Maui Brewing Co. microbrew, you are guaranteed that you are enjoying an authentic Mauiian beer and "keeping it Hawaiian".

With a strong commitment to the local economy, and deep concern for the environment, MBC microbrews are packaged with the most ecologically-friendly materials. Although cans and bottles are both recyclable, bottles still break and may pose a risk at beaches. The cans are manufactured on Oahu and designed by local Maui artists and have the added bonus of protecting the beer in the best possible manner, protecting our beers from both light and oxygen damage which can seriously compromise the taste. Plastic rings are dangerous to marine life and therefore, you will find a recyclable cardboard wrap around the cans. The spent grain from beer production is donated to local ranchers for cattle feed; and any cans damaged in production are donated to the Maui Humane Society. A few months back MBC purchased equipment from Maui Land & Pineapple, preserving a piece of Hawaii's canning history.

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

910 Honoapiilani Hwy #55
Lahaina, Maui, HI 96761
1.877.MAUIBREW

808.669.FISH ~ 808.669.0191 fax ~ 877.MAUI-BREW order line ~ 808.280.4687 cell
www.MauiBrewingCo.com ~ g@MauiBrewingCo.com