

FOR IMMEDIATE RELEASE
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Maui Brewing Co. takes to the skies!

Hawaiian Airlines is Keeping it Hawaiian

TRULY LOCAL, TRULY NO KA OI



(Lahaina, Kahana, Maui) – Maui Brewing Co. is proud to announce that commencing August 1, 2007, Hawaiian Airlines will begin serving their Bikini Blonde Lager on all Transpacific flights. Hawaiian Airlines is the 11th largest US airline and operates a fleet of 29 aircraft on inter-island, Trans-Pacific and South Pacific flights. The Bikini Blonde Lager, a light, crisp and refreshing “Munich Helles Lager” was awarded a Gold Medal in its category at the 2007 North American Beer Awards in June, this recognizes the Bikini Blonde as one if the best beers in North America in its style.

Maui Brewing Co. is only one of two truly Hawaiian breweries that offer a true, island-made packaged beer. Of the two, Maui Brewing Co. is unique in that they offer their microbrews in cans. Space and weight limitations on aircraft make cans a desirable packaging choice. Cans are virtually unbreakable, they are lighter to carry than bottles and easier to chill. Modern cans are now lined with an internal coating that prevents the beer from ever making contact with the aluminum and therefore ensures no metallic aftertaste and an exceptionally fresh-tasting, quality product. Cans eliminate light damage and the risk of oxidation. Hawaiian Airlines passengers will enjoy Maui Brewing Co. microbrews that are flavorful, brisk and satisfying.

Founder and owner, Garrett Marrero and his wife, Melanie, run a 7-barrel brewpub at the Kahana location as well as a recently added 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. Eco-friendly packaging is used – even the cans are Hawaiian-made.

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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Brewery / Tasting Room

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