

FOR IMMEDIATE RELEASE
April 17, 2006

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

Maui Brewing Co. Wins Two Medals at the World Beer Cup, First time for Hawaii

World's Best Island* Officially Brews Two of the World's Best Beers!

Truly No Ka Oi, Truly Local

(Lahaina, Kahana, Maui) – On Friday, April 14th, 2006 **Maui Brewing Co.** (formerly **Fish and Game Brewing Co. & Rotisserie**) was awarded TWO Medals at the World's most Prestigious Beer Competition, the World Beer Cup. One **Gold medal** for the **CoCoNut Porter** and a **Bronze medal** for the “**Red Cock Doppel Bock**” were awarded by the 109 judges. The **ONLY** awards for the State of Hawaii went to **Maui Brewing Co.**, and are the first World Beer Cup awards earned by a Hawaiian Brewery. These awards come on the heels of the two Silver medals won at the Great American Beer Festival in October 2005.

Garrett W. Marrero and Tom Kerns were present to receive the awards. The CoCoNut Porter, brewed with local coconut, was awarded the Gold in the “Herb and Spice Beer” category out of 52 entries. The Red Cock Doppel Bock was awarded the Bronze in the “German Style Strong Bock” category out of 27 entries. All of the Maui Brewing Co. beers are brewed on location at Maui Brewing Co. in Kahana, Maui and are certified “Made in Maui” products. “I’m excited to bring these awards home to all of our local supporters, and to share the beers with the world” stated Head Brewer Tom Kerns.

Maui Brewing Co. is Maui's only Brewpub featuring a diverse selection of food and beer styles. “We pride ourselves in our consistency. I like to say that we have a very eclectic menu for a brewpub and we now officially brew two of the World's Best Beers!” commented Garrett W. Marrero, Managing Partner. “Our motto is ‘Handcrafted Ales and Lagers...Brewed with Aloha!’ I’m so proud of all that our ohana has accomplished since our purchase of the pub in early 2005, our staff deserves so much of the credit, and Tom’s innovative beers just keep blowing everyone away!”

Maui Brewing Co. is in negotiations to open its second location Upcountry to expand brewing operations for the purposes of distribution and to give Central, South, and East Maui's residents easier access to the truly local beers. “This new location will feature a simple menu and a traditional Biergarten (Beer Garden) setting; guests will see the brewery staff handcrafting the beers and packaging the six-packs while they enjoy Maui's finest beers and great food.” Stated Melanie Oxley, Managing Director.

The 2006 Brewers Association World Beer Cup proved it's the world's largest and most diverse international beer competition for commercial breweries with its 2,221 entries from

540 breweries in 56 countries across 85 beer-style categories. "The World Beer Cup has become the global stage by which brewers world-wide showcase the quality craftsmanship, flavor and diversity of their beers and in so doing highlight their own achievements and the enduring culture of beer," stated Charlie Papazian, founder of the World Beer Cup and president of the Brewers Association. "The explosion in competition entries only demonstrates the excitement and passion for beer among brewers and the values appreciated by beer drinkers."

Held only once every two years, "The World Beer Cup is the Olympics of beer competitions. The World Beer Cup was founded to create greater consumer awareness around the world about the quality and diversity displayed by the various beers of the world." Charlie Papazian, President of the Brewers Association.

Breweries from Argentina, Australia, Belgium, Canada, Czech Republic, Dominican Republic, El Salvador, England, Germany, Iceland, Italy, Japan, Lithuania, Netherlands, Paraguay, Romania, Russia, Trinidad, USA all received awards at the Brewers Association World Beer Cup Gala Awards Dinner. The Brewers Association presented the 247 World Beer Cup awards in front of more than 950 of the world's best brewers and their colleagues April 14th, 2006 at the Washington State Trade & Convention Center in Seattle, Washington.

For interviews, additional information and media questions contact Garrett W. Marrero at 808.280.4687 or g@mauibrewingco.com.

* Maui was recently voted the best island in the world for the 11th year in a row by readers of Condé Nast Traveler magazine (<http://www.visitmaui.com/condewin.html>) *

World Beer Cup: <http://www.beertown.org/events/wbc/index.html>

4405 Honoapiilani Hwy #217
Kahana, Lahaina, HI 96761
808.669.FISH
808.280.4687 cell
www.mauibrewingco.com

Garrett W. Marrero
Maui Brewing Co.
4405 Honoapiilani Hwy #217
Lahaina, HI 96761
808.669.FISH
808.280.4687 cell
g@mauibrewingco.com
www.mauibrewingco.com