



PRESS RELEASE
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FOR IMMEDIATE RELEASE

Another First for Maui Brewing Company: Specialty Large Format Bottles

Kihei, Hawaii (October 13, 2016) – Maui Brewing Company's first bottling project launches today with the very limited release of Liquid Breadfruit Ale. Originally brewed in 2012, Maui Brewing Company again partnered with Dogfish Head Craft Brewery incorporating the Delaware brewery's native DNA yeast. The imperial golden ale is brewed with toasted papaya seeds to give mild bitterness, and notes of pink peppercorn and 'ulu (breadfruit) to lend rich tropical fruit character with hints of fresh baked bread.

"Dogfish Head is proud of our collaboration with Maui Brewing Company on Liquid Breadfruit. Beer has often been described as liquid bread. And our use of indigenous breadfruit, toasted papaya seeds, and experimental hops come together in a tropical triangle that makes this beer like nothing else on earth. As enticing and memorable as the island itself," wrote Sam Calagione, President & Founder, Dogfish Head Craft Brewery.

Breadfruit, which is a traditional staple in Hawaii, has a high-quality protein and a potato-like consistency when cooked, packing a healthy dose of vitamins and minerals. According to Diane Ragone, PhD, Director of Breadfruit Institute | National Tropical Botanical Garden on Kauai, "Breadfruit is a very versatile fruit which can be used so many ways: soups, salads, baked goods, fries, entrees, appetizers, snacks, and more. It's very exciting that Maui Brewing Company is expanding the use of this crop and supporting farmers and regenerative agriculture in the islands through its production of Liquid Breadfruit. Looking forward to enjoying the beer with some 'ulu chips!"

The opportunity to drink the tropical fruitiness of Liquid Breadfruit, which will be sold in 750ml bottles only in the Hawaii market and with narrow availability at both Maui Brewing Company locations in Kihei and Lahaina, begins today.

Maui Brewing Company is on pace to brew 45,000 barrels in 2016. The fiercely local, independent craft brewery has remained steadfast regarding local production. The MBC team are stewards of their communities and the 'aina, and curators of the craft beer way of life. Their beers have been recognized worldwide for quality and innovation.

For more information, visit MauiBrewing.com or follow @MauiBrewingCo on Facebook, Instagram, and Twitter.

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About Maui Brewing Company

Founded in 2005, Maui Brewing Company is Hawaii's largest craft brewery, operating 100% in Hawaii. MBC is based on Maui, with its production brewery and tasting room in Kihei, as well as a brewpub in Kahana. Maui Brewing Company is available in more than 20 states and 10 international countries with more areas to follow.