



PRESS RELEASE
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FOR IMMEDIATE RELEASE

MAUI BREWING COMPANY BROADENS DISTRIBUTION

Offers Limited Releases Just in Time for Summer Picnicking

Kihei, Hawaii (June 6, 2017) – Maui Brewing Company will broaden its distribution footprint to 23 states, partnering with Imperial Beverage in Michigan, Johnson Brothers of Wisconsin in Wisconsin, and Artisan Beer Company in Minnesota beginning the week of June 12th.

MBC fans in these Midwest states will be able to purchase Maui's flagship craft beers including Bikini Blonde Lager, Big Swell IPA, Coconut Hiwa Porter, and Pineapple Mana Wheat, as well as seasonal and limited releases as they are distributed to restaurants and retailers in both draft and cans, respectively.

"Once we launched in the state of Illinois, we started to receive request after request from their neighbors to the north," stated Pete Scheider, National Sales Manager of Maui Brewing Company. "We're excited to be able to offer 100% Hawaiian beer to Minnesota, Wisconsin, and Michigan through these distributors."

The timeliness of this announcement hits just as summer kicks off. For a limited time, Maui Brewing Company will have two additional beers available throughout the summer while supplies last. Both will be available in all markets where MBC craft beer can be found.

The often-requested Blood Orange Lorenzini Double India Pale Ale, originally released in 2015, hit markets on May 26th in 4-pack cans and draft. Brewed with local fruit and blood orange juice, this beer has a heavy citrus and hop aroma and balanced flavor. It is a deceptively drinkable Double IPA at 8.0% ABV and 85 IBUs.

In late June, Maui Brewing Company will be releasing Mango Hefeweizen. The Bavarian-style wheat ale is brewed with locally sourced mango, and targets 5.5% ABV and 13 IBU. The slight banana and clove aroma and tropical fruit flavors of mango are perfect for those sunny summer days at the lake or a picnic. It will be available in 6-pack cans and draft.

Maui Brewing Company is a fiercely local company and 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 pubs in Kahana (Maui) and Waikiki (Oahu). Maui Brewing Company is available in more than 23 states and 10 international countries with more areas to follow.

About Imperial Beverage

Imperial Beverage is a long-standing member of the Michigan beverage distribution community. Established in 1933 after the repeal of prohibition and purchased by Kalamazoo's Cekola family in 1984, Imperial has grown from a one county beer distributor to a top 10 statewide beer, wine & spirits wholesaler. With 330 employees and 3 locations in Kalamazoo, Livonia, and Traverse City, Imperial provides statewide coverage that serves every Michigan County, every week, all year long.

About Artisan Beer Company

Artisan Beer Company is Minnesota's premier craft beer distributor serving customers throughout the state. The Artisan team is passionate about craft beer and prides itself on having the most beer knowledgeable sales team in the industry. Artisan represents some of the top local, regional, and national craft brands including Surly, Bent Paddle, Toppling Goliath, Loon Juice, Bauhaus and Maui Brewing. Artisan is a local, family-owned company, with headquarters in St. Paul, Minnesota. For more information, please visit <http://artisanbeercompany.com/>.

About Johnson Brothers of Wisconsin

Johnson Brothers of Wisconsin is a family-owned wine, spirits, and beer distributor based in Milwaukee. Since 1973, Johnson Brothers has provided world class service to customers throughout the state. The craft beer division was created as they built their portfolio of unique and diverse local, regional, and national brands, including: Squatters from Utah, Left Coast from California, Tight Head Brewing from Illinois, as well as Milwaukee hometown favorite, Like Minds Brewing. Johnson Brothers also represents beers from around the globe including, Lucky Buddha from China, and Greek favorites Mythos and Fix. For more information, please visit <http://johnsonbrothersofwi.com/>.