



PRESS RELEASE
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FOR IMMEDIATE RELEASE

MAUI BREWING COMPANY RELEASES WAIMEA RED ALE IN CANS

The Latest in Its Lineup of Limited Release Projects

Kihei, Hawaii (March 30, 2018) – Maui Brewing Company debuts its third limited release of 2018 beginning today. Originally brewed in May of 2017, Waimea Red Ale is now available in cans for the first time.

Brewing Supervisor Jon DuPont describes the beer, "We are proud to be releasing our Waimea Red in cans for the first time! This tasty American-style Red Ale tips the scales at 6.5% ABV, and a solid 50 IBU to balance the malt profile. Waimea is a hop variety from New Zealand which boasts a great aromatic profile of tangelo, citrus, and pine. Waimea is also the Hawaiian word for the reddish water of rivers running through the red dirt of the islands, so the name is a bit of a double entendre as well. We hope you enjoy it as much as we do!"

Although Waimea Red Ale has been available on draft in taprooms and restaurants across the country, the opportunity to enjoy it at home, among friends, or for backyard barbeques begins with this launch. It will be available in 6-pack cans and draft in all markets that carry Maui Brewing Company beer.

MBC 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, full service restaurant and tasting room in Kihei, as well as pubs in Lahaina (Maui) and Waikiki (Oahu). Maui Brewing Company is available in 23 states and 10 international countries with more areas to follow.

For product and lifestyle imagery and logos, please visit <http://mauibrewingco.com/logos-and-media-images/> and enter password: maui1234@