



PRESS RELEASE
605 Lipoa Pkwy., Kihei, HI 96753
Contact: PR@MauiBrewingCo.com
FOR IMMEDIATE RELEASE

BUSINESS ACHIEVEMENT AWARD PRESENTED TO MAUI BREWING COMPANY'S PETER SCHEIDER

National Sales Manager Wins Sales & Marketing Executive of the Year

Kihei, Hawaii (August 17, 2018) – The 2018 Business Achievement Awards were hosted by [Pacific Edge Magazine](#) on Thursday, August 9, 2018 and held at The Kahala Hotel & Resort on Oahu. [Maui Brewing Company's](#) National Sales Manager, Peter Scheider, was recognized with the Sales & Marketing Executive of the Year title.

The Sales & Marketing Award is presented in collaboration with the local chapter of [Sales & Marketing Executive International \(SMEI\)](#) and recognizes a sales and marketing executive whose agility, exceptional performance and effective leadership have demonstrated notable achievement toward company objectives, including sales growth and improved company market share, adapting to any change in market, and recognition as a leader among peers and/or in the community. Nominations were judged by an independent panel comprised of six esteemed members of the business community.

Maui Brewing Company has seen sales growth by over 50 percent in 2016 and more than 40 percent in 2017 as a result of Scheider's efforts. While Maui Brewing Company's primary focus is Hawaii, he has doubled its presence to over 23 states and five international countries.

"I am extremely excited and honored to have been selected for the Sales & Marketing Executive of the Year by Pacific Edge Magazine," stated Scheider, "I'm humbled to have been selected from the prestigious field and owe the entirety of this award to the great team at Maui Brewing, particularly the amazing sales team I am proud to lead."



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.

###

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 restaurants 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@