



PRESS RELEASE
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FOR IMMEDIATE RELEASE

HEAD OUTSIDE WITH “DA HI LIFE” BY MAUI BREWING COMPANY

Kihei, Hawaii (March 28, 2019) – Maui Brewing Company will launch their latest can release, Da Hi Life Lager, an American light Lager, beginning Monday, April 1st at Maui Brewing Company in Kihei. Pale gold in color, the dry hopped light lager is brewed with Citra hops offering a clean citrus flavor with citrus and hop aroma. The low ABV of 4.6% and 8 IBUs makes this a perfect beer for backyard barbeques, family picnics, or beach days as we head into warmer weather.

QA/QC Supervisor, Greg Knox comments, “Da Hi Life was the first beer I had at the Kihei tasting room the day before I started working at the brewery. I had been on island for less than 24 hours and this beer cemented the fact that I had made the right decision. I was glad to be able to be part of the making of this clean, aromatic lager.

Still one of my favorites, this is one of our most refreshing beers. Not overly bitter but with a strong citrus hop aroma and flavor. My personal favorite of our lagers and a favorite for most employees. If you have any of these beers left after you get back from the beach, pour it into a glass to appreciate the work that went into this beer’s fantastic fresh hop aroma and beautiful color.”

Da Hi Life Lager will be available in 6-pack cans and draft in Hawaii and a few select mainland markets where independently-owned Maui Brewing Company craft beer can be found.

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 restaurants in Lahaina (Maui), Kailua (Oahu), 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@.