



FACT SHEET

ESTABLISHED: 2005

LOCATIONS:

Brewery and Restaurant - 605 Lipoa Parkway, Kihei, Hawaii 96753 (808) 213.3002

Lahaina Restaurant - 4405 Honoapiilani Hwy, Lahaina, Hawaii 96761 (located in the Kahana Gateway Center) (808) 669.3474

Waikiki Restaurant - 2300 Kalakaua Ave, Honolulu, HI 96815 (located in Waikiki Beachcomber) (808) 843.BREW

Kailua Restaurant - 573 Kailua Road, Suite 105, Kailua, HI, 96734 (located in the Lau Hala Shops) (808) 518.BREW

CO-FOUNDERS: Garrett W. Marrero and Melanie Oxley

EMPLOYEES: Approximately 800

MISSION STATEMENT:

To be curators of the craft beer way of life

VALUE STATEMENT:

Dominate all facets of the craft beer and food service industry through our commitment to craft.

CRAFT BEER WAY OF LIFE:

- Fiercely local
- Find beauty in simplicity
- Only serve products we 100% love
- Respect the global family of craft
- There is no situation that wouldn't be made better by craft beer
- We love our employees more than craft beer (almost)
- Stewards of our communities and the 'aina

MOTTO: Handcrafted Ales & Lagers Brewed with Aloha

TAGLINE: Island Brewed

YEAR-ROUND BEERS

Bikini Blonde Lager

Big Swell IPA

Coconut Hiwa Porter



Pau Hana Pilsner
Pineapple Mana Wheat

Pueo Pale Ale

LINE EXTENSIONS

1) ISLAND SODAS

- Initial Launch: 2008
- Handcrafted Natural Sodas / No Artificial Colors or Flavors / GMO Free / No High Fructose Corn Syrup
- Offering Island Cola, Island Ginger Beer, Island Root Beer, Island Tonic

2) KUPU SPIRITS

- Initial Launch: June 2019
- Hawaii's first locally made, ready-to-enjoy canned cocktail line
- In the Hawaiian language, the word "kupu" means "to sprout" or "to grow." "Kupu" is often represented by the new growth of an established fern where the shoot grows from the center of the trunk, its strength and protection derived from the original base.
- Offering: Whiskey Cola, Whiskey Ginger, Gin & Tonic

3) MAUI HARD SELTZER

- Initial Launch: January 2020
- Spiked Sparkling Water with a hint of Natural Flavors
- Low Calories / Zero Sugars / Less than 1g Carbs / No Artificial Flavors / Gluten Free
- Offering: POG, Cherry Dragonfruit, Citrus

4) MAUI H2O

- Initial Launch: TBD 2020
- Filtered Water in Infinitely Recyclable Aluminum Cans

POINTS OF INTEREST

- The largest authentic Hawaiian Craft Brewery
- Recognized worldwide for quality and innovation
- One of first craft brewers to package in recyclable aluminum cans
- Strong commitment to the local economy
- Deep concern for the environment
- We package in the most eco-friendly material
- Our spent grain is given to local farmers for feed and compost
- We use renewable energy sources for sustainability
- CO2 recovery to minimize venting of greenhouse gases



KIHEI FACILITY

82,000 square foot facility
5,800 sq. ft. main coldbox
30 Stainless steel fermentation tanks (18 x 250bbls ea., 8 x 100bbls ea., 2 x 50bbls ea., 2 x 25bbls ea.)
Canning line: fills & seams approx. 380 cpm
Array of PV panels (100%) covering the roof, awning, and carports
CO2 Recovery
Solar Thermal

SUSTAINABILITY / RENEWABLE ENERGY SOURCES

Producing ~60% of CO2 on-site; recovered 50,000 lbs of CO2 from being vented into the atmosphere (June 2019)
Solar PV along with Tesla battery storage provides 95% of power needs (Aug.2019)
Biodiesel generators provide makeup and backup power as needed vs. grid power
Solar Thermal systems reduce Propane gas consumption by approximately 50% for water heating needs
1.1MW array of solar panels cover MBC's roof, awning, and carports
Combined sustainability efforts will reduce CO2 emissions by more than 2,000,000 pounds per year

AWARDS

"America's Favorite Solar Craft Brewery" – Regional Brewery category, Solar United Neighbors, 2019
US Small Business Administration, "National Small Business Person(s) of the Year" Award 2017
US Small Business Administration, Hawaii District, "Small Business Person(s) of the Year for the State of Hawaii" Award 2017
"Entrepreneur of the Year" Award, Hawaii Venture Capital Association 2016
Hawaii Magazine Small Business Award "Best Green Business", 2016
US Small Business Administration, Hawaii District, "Small Business Person of the Year" Award, 2009
Maui County Mayor's Small Business Awards, "Young Small Business Person of the Year" Award, 2009
Pacific Business News "40 under 40", 2008

WEBSITE: www.MauiBrewing.com

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