



PRESS RELEASE  
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**FOR IMMEDIATE RELEASE**

**MAUI BREWING COMPANY RE-RELEASES LAGER  
WITH NEW NAME, NEW CAN DESIGN**

Kihei, Hawaii (August 4, 2020) – This week, Maui Brewing Company will re-release one of its best-selling beers under a slightly new name, Da Hawaii Life Lager, and a new can design. The dry hopped American light Lager which is pale gold in color offers a clean citrus with slight malt flavor and citrus aroma from the Citra hops. Crushable and refreshing, the beer has a low ABV of 4.6% and 15 IBUs making it a perfect beer for hot days of summer.

"This sessionable Lager is super light-bodied with full blown Citra hop character making it the perfect treat for a craft enthusiast especially this time of year," stated Kelsey Weiss, MBC's Market Manager for Maui and Hawaii Island.

Da Hawaii Life is currently available on draft and in 6-pack cans for to-go purchases at both Maui Brewing Company restaurants in Kihei and Lahaina. A limited amount of cans and draft will be available in all markets where independently-owned Maui Brewing Company craft beer can be found. One sip and you're livin' the best life... Da Hawaii Life!

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](http://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 20 states, 1 district, and 3 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@.*