



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

MAUI BREWING COMPANY LAUNCHES FAVORITES IN 12-PACKS
AVAILABLE IN CONVENIENT CARTONS

Kihei, Hawaii (September 10, 2020) – Perfect for picnics, camping, or backyard barbeques, [Maui Brewing Company](#) announces the addition of convenient 12-pack cartons to its year-round offerings. Two flagship beers, [Bikini Blonde Lager](#) and [Big Swell IPA](#), are now available along with [Sunshine Girl Golden Ale](#). The introduction of these single brand 12-packs follow the successful 2018 launch of MBC's Variety Pack which features three cans each of Bikini Blonde, Big Swell, [Pau Hana Pilsner](#), and [Pineapple Mana Wheat](#).

Most craft beer lovers are familiar with Bikini Blonde Lager, a 4.8% ABV Munich-style Helles, the official craft beer of [Hawaiian Airlines](#) and Maui Brewing's best-selling style. Big Swell IPA offers a big burst of tropical citrus hops at 6.8% ABV. The newer Sunshine Girl is a sessionable Golden Ale, light and refreshing at 4.6% ABV.

A 2020 line extension of MBC, [Maui Hard Seltzer](#) is also offering a Mix 12-pack. The spiked sparkling water with a hint of natural flavors have an ABV of 5%. The Mix Pack includes three cans of each flavor offering: Citrus, Dragon Fruit, POG, and new release flavor Acai.

Key retail accounts include Whole Foods, Safeway, Foodland, Tamura's, and Costco among others. The 12-packs are available to retailers through the brand's wholesale partner, [Paradise Beverages](#), and can also be found at Maui Brewing Company's restaurant locations on Maui. While the initial focus will center upon meeting demand in the local Hawaii market, MBC looks forward to expanding footprint-wide distribution to its mainland markets in the near future.

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 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@.