



PRESS RELEASE
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FOR IMMEDIATE RELEASE

MAUI BREWING COMPANY ANNOUNCES THE RETURN OF TALENTED BREWER

Creator of Award-Winning Recipe Comes Home

Kihei, Hawaii (December 8, 2016) – Maui Brewing Company is proud to announce the return of Kim Brisson-Lutz as its new Brewmaster. Brisson-Lutz's return is a "coming home" of sorts. She was employed as a Lead Brewer with MBC from January 2008 through Fall 2012.

Brisson-Lutz brings with her 11 years of experience in the craft beverage industry, which started when she joined J Lohr Winery in Paso Robles, CA. She got hooked on home brewing after receiving a homebrew kit from her roommates. She began her craft beer brewing career with Maui Brewing Company in the old Lahaina production facility, learning and working all facets of the brewing process. After three years, she was promoted to Lead Brewer of the 7-barrel brewpub in Kahana where she honed her skills at recipe development and experimentation.

Continuously striving for more knowledge in the industry, she chose to relocate to one of the most competitive craft beer locations, San Diego, where she served as Lead Brewer at Saint Archer Brewing Company. The position as Brewmaster in her return to Maui, of which she calls "home", will focus on Quality and Innovation.

MBC's Director of Brewing Operations, Jesse Houck, claims, "We couldn't be happier to welcome Kim's skill and innovation back to Maui Brewing Company. I have been a huge fan of her work and accomplishments over the last few years and we look forward to bringing that talent back to the islands."

During her tenure with MBC, Brisson-Lutz created the recipe for the award-winning Belgian ale, La Perouse White Witbier, which won Maui Brewing Company a Silver at the Great American Beer Festival in 2010 and a Bronze at World Beer Cup in 2012.

Maui Brewing Company is on pace to brew 45,000 barrels in 2016. 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 and tasting room in Kihei, as well as a brewpub in Kahana. Maui Brewing Company is available in more than 20 states and 10 international countries with more areas to follow.