



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

MAUI BREWING COMPANY LAUNCHES POG IPA IN CANS

Incorporates Locally Grown Produce

Kihei, Hawaii (December 2, 2016) – It is well-known that Maui Brewing Company is “fiercely local”, and its beers that are infused with locally-grown produce, never extracts or artificial flavors, command some respect. The latest limited release, POG IPA, is brewed with Horizon hops to provide a clean bitterness. A late whirlpool addition with a blend of locally grown passionfruit, orange, and guava, and a dry hop including El Dorado and Enigma hops provide tropical juicy aromatics and a slight citrus bite on the finish.

Brewing Supervisor, Matt Ponichtera will be speaking about this brew at the launch which begins at 5pm in the brewery’s Kihei Tasting Room. Per Matt, “Earlier this spring, when Brewmaster Jesse Houck informed me that we would put POG IPA into cans at the end of the year, I was super stoked. Sourcing enough of the three fruit varieties is the biggest challenge. On top of that, guava has a really short shelf life once picked. It really makes brewing this beer exciting, because all of a sudden when the farmer has the yield we need, it’s GO time!”

POG IPA, with its 7.1% ABV and 58 IBUs, will be available in the Kihei Tasting Room and the Lahaina Brewpub beginning December 2nd. It will be available in 4-pack cans and draft in all markets where Maui Brewing Company craft beer can be found.

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.

###

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.