



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

MAUI BREWING COMPANY RE-RELEASES POG IPA IN CANS

The Fan Favorite Incorporates Locally Grown Produce

Kihei, Hawaii (December 4, 2017) – When it comes to brewing beers, Maui Brewing Company looks to local farmers and MBC ‘ohana to incorporate local agriculture. For the latest limited release, POG IPA, a team of brewers hit the fields and the mountains to select a blend of locally grown passionfruit, orange, and guava. Besides the aforementioned fruit, a dry hop including Citra, El Dorado and Melba hops provide tropical juicy aromatics and a slight citrus bite on the finish.

Fruit suppliers for this year’s release include Kaipo Kekona of K.O.A. Farms and West Maui Mountains in Napili for lilikoi, Garrett Marrero and Melanie Oxley of Kula for fresh oranges, and Ipoaloha and Henry Day of HD Ranch in Peahi, Haiku for guava. The team also enlisted Chris Brosius of West Maui Mountains Watershed Partnership for strawberry guava, considered an invasive species on the land. Chris and the team searched remote areas on the property to select fruit for this limited brew.

POG IPA, with its 7.1% ABV and 58 IBUs, will be available in all three MBC locations. MBC’s Kihei Tasting Room and Lahaina Pub (Maui) will have POG IPA available beginning Monday, December 4th.

MBC’s Waikiki (Oahu) Restaurant will have an exclusive release of POG IPA on Friday, December 8th, with MBC Founder and CEO, Garrett Marrero, onsite in the Waikiki location from 4pm to 6pm to talk story about the final 2017 release and to mingle with guests.

POG IPA will be available in 4-pack cans and draft in all markets where Maui Brewing Company craft beer can be found.

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 pubs in Kahana (Maui) and Waikiki (Oahu). Maui Brewing Company is available in 23 states and 10 international countries with more areas to follow.