



PRESS RELEASE
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FOR IMMEDIATE RELEASE

MAUI BREWING COMPANY PUBLISHES 2018 BRAND CALENDAR

Specialty Collaboration Brews Scheduled for Production

Kihei, Hawaii (December 19, 2017) – Maui Brewing Company is excited to share their 2018 Brand Calendar inclusive of the release of a fan-favorite, Pau Hana Pilsner, now available year-round in cans.

European Pilsner malt offers sweetness balanced by a spicy hop profile from the floral Saaz hops in Pau Hana Pilsner. With an ABV of 5.2% and 30 IBUs, it is smooth and easily drinkable by the pool, or beach, or after a day at work.

Along with Pau Hana Pilsner, other brews on the annual release calendar are Maui Brewing Company flagship beers and Double Overhead Double IPA which are available year-round, and quarterly specialties, Makawao Wheat, Waimea Red, Lilikoi Saison, and a re-release of Hop Kine India Pale Lager. Each will be available in either 4- or 6-pack cans in all markets where MBC can be found.

Quarterly collaborations will ensue with craft breweries from the mainland including Crooked Stave (Denver, CO), J Wakefield Brewing (Miami, FL), Breakside Brewery (Portland, OR), and Smog City Brewing Company (Torrance, CA). While styles and names have yet to be determined on the latter, “Two Tickets to Paradise Saison”, the collaboration with Crooked Stave, is scheduled to launch in early March. While most will make it into all markets distributing MBC, the Crooked Stave collaboration will be available in Hawaii and Colorado only. All collaboration beers will be available in 4-pack cans for a limited time following their release.

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.