



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

MAUI BREWING COMPANY HOSTS OKTOBERFEST 2018
EVENT FEATURES "FESTBIER" ON DRAFT

Kihei, Hawaii (September 19, 2018) – Each of Maui Brewing Company's three locations in Kihei, Lahaina, and Waikiki will be hosting Oktoberfest 2018. The term Oktoberfest is a nod to the famous 16-day celebration of food and beer indulgence held annually in Munich Germany.

By location, the scheduled events are as follows:

MBC Kihei, Saturday, September 29th from 2:30pm-7:30pm

Chef Jojo Vasquez will be preparing German-styled handcrafted stuffed brats, house-made mustard and beer cheese with soft pretzels for the event. Meet the brewers, talk story, and enjoy live music in the beer garden featuring the Haiku Hillbillies from 5-7pm. A souvenir "Keep-the-glass" will be available for purchase, as will event t-shirts. No cover. Scripps will be available for food and beer purchases.

MBC Lahaina, Saturday, September 29th from 11:00am-5:00pm

Enjoy German-styled pupus including house-smoked summer sausage and Jagerschnitzel created by Chef James Furnish. Meet the brewers and talk story!

MBC Waikiki, Saturday, October 6th from 3:30pm-6:30pm

Make your reservation or walk-in (based on availability). Enjoy German-styled Beer & Brew Bites Buffet created by Chef Terry Lynch (\$50/per person with wristband at door) which will include Kukui sausage, house-made pretzels and Big Swell mustard, "German" kim chi and much more! A souvenir "Keep-the-glass" will be available for purchase which will include first pour. Meet the brewer who developed "Festbier"!

The MBC Brew Team has created a "Festbier" which is brewed with 100% German grown malts and Crystal, Tettnanger, and Strisselspalt hops. Bright gold in appearance with spicy, earthy, malty and citrus aromas, the beer will attain a 6.3% ABV and 33 IBUs. Traditional of an Oktoberfest bier, the flavor will be malt forward with slight bitterness, spicy and earthy with a noble hop finish.

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) and Waikiki (Oahu). Maui Brewing Company is available in 23 states and 10 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@