



PRESS RELEASE
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FOR IMMEDIATE RELEASE

**MAUI BREWING COMPANY COMMEMORATES “WINS”
CELEBRATES 15 YEARS, GRID INDEPENDENCE, AND NEW PRODUCT LINES**

Kihei, Hawaii (November 27, 2019) – There is reason to be jubilant at [Maui Brewing Company](#). January marks the brewery’s 15th Anniversary in which Hawaii’s largest craft brewery will release a specialty Barrel-Aged Imperial Ale. To create the Anniversary Blend, which will debut just before the holidays, a variety of hand-selected spirit barrels were filled, aged, and masterfully blended from Imperial Porter, Imperial Stout, Imperial Brown, and Barleywine.

CEO and Co-Founder, Garrett Marrero stated, “I look back on the last 15 years and am very proud of what we’ve accomplished as a team. It’s amazing to see that we have done over the years, all from the simple idea of bringing authentic Hawaiian craft beer to Hawaii! Cheers and beers to all our friends, craft beer drinkers, and most of all to Team MBC.”

In the meantime, an intimate preview was held at MBC Waikiki yesterday. The anchor restaurant of the newly remodeled [Waikiki Beachcomber by Outrigger](#) is open daily from 7am to midnight, serving breakfast, lunch, and dinner. Live music and happy hour specials occur from 3:30-5:30pm. The MBC and Outrigger teams hosted friends, family, and media guests to celebrate with enthusiastic acclaim other 2019 wins.

Recognizing a significant growth opportunity in the ready-to-drink cocktail category, Maui Brewing Company announced a major brand expansion this summer with the introduction of Hawaii’s first locally made, ready-to-enjoy canned cocktail line, [Kupu Spirits](#). The three craft cocktail varieties: Whiskey Cola, Whiskey Ginger, and Gin & Tonic blend Kupu Spirits Whiskey and Gin with Maui Brewing Company’s Island Sodas, which are created in-house using all-natural ingredients like cane sugar, local island honey, and Hawaii-grown ginger. A Kupu Vodka soda is currently in development.

Further extending its line of craft beverages, the company recently entered the growing hard seltzer space with its latest offering, [Maui Hard Seltzer](#). The seltzers, made of fermented all-natural cane sugar with a hint of tropical flavors, offer a low calorie, low carb, gluten free option for those looking for guilt-free drinking pleasure. Expect to see POG (Passionfruit, Orange, Guava), Dragon Fruit, and Citrus flavored spiked seltzers coming to market over the next several weeks.

This fall, MBC announced the completion of its four-year long renewable energy project. With the goal for grid independence, the company takes great pride in helping lead the industry in producing beverages from sustainable energy which includes solar PV, recaptured CO2, solar thermal systems, and Tesla battery storage. The company won the 2019 consumer-driven “Brews from the Sun” competition sponsored by [Solar United Neighbors](#), earning the title “America’s Favorite Solar Craft Brewery” in the regional brewery category.

From humble beginnings to multi-unit full-service restaurants, MBC is a fiercely local company that 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.

For more information or reservations to the Waikiki Beachcomber by Outrigger, visit [www.waikikibeachcomber.com](#) or call 1-800-442-7304. Follow @BeachcomberHI on Instagram and Twitter, or @WaikikiBeachcomber on Facebook.

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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), Kailua (Oahu), and Waikiki (Oahu). Maui Brewing Company is available in 20 states, 1 district, and 3 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@

About Outrigger Hospitality Group

For more than 70 years, Outrigger Hotels and Resorts has charted a journey of discovery – expanding from Hawaii to premier resort destinations in Fiji, Thailand, Guam, Mauritius and the Maldives. The privately held hospitality company currently operates 37 properties and over 7,000 rooms – inviting guests to ‘Escape Ordinary’ with authentic Signature Experiences and the [Outrigger DISCOVERY loyalty program](#). Outrigger’s multi-branded portfolio includes Outrigger® Resorts, OHANA Hotels by Outrigger®, Hawaii Vacation Condos by Outrigger®, Kapalua Villas Maui and its newest additions: Honua Kai Resort & Spa Maui and lifestyle hotel, Waikiki Beachcomber by Outrigger. It also manages select properties from top international hotel brands including Embassy Suites®, Best Western®, Wyndham Destinations and Hilton Grand Vacations™. Find out more at [Outrigger.com](#) or visit @OutriggerResorts on [Facebook](#), [Instagram](#) and [Twitter](#).