



PRESS RELEASE  
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**FOR IMMEDIATE RELEASE**

## **MAUI BREWING COMPANY'S FEMALES BRING BACK FIERCE**

In Recognition of International Women's Collaboration Brew Day

Kihei, Hawaii (March 10, 2022) – On Tuesday, International Women's Collaboration Brew Day marked the anniversary for the women of [Maui Brewing Company](#) to brew their annual batch of FIERCE (Females In Every Role Can Empower). This year, Brewer Sarah Perez lead the team with a brief sensory training and an introduction to the hops selected which include Huell Melon, Mandarina Bavaria, Loral, and Waimea.

From the Brewmaster Kim Brisson-Lutz to the corporate, brew, and restaurant team, MBC's female employees were invited to participate brewing the Saison.

Each year, MBC donates a portion of the sale of FIERCE to organizations advancing women in the brewing industry. This year, donations will be sent to [Lifting Lucy](#), an organization founded by Perez and peers Ashlie Randolph and Tranice Watts that supports Black, Indigenous, and other Women of Color in beer industry events and educational opportunities.

Perez added, "Find yourself a 'WINGWOMAN': over the course of my career, there have been few and far between that I could say are in my 'circle'. Until I found the craft beer industry; that was my game changer. As a person who is a believer in growth, I needed to be the change for others. These humans that I was meant to lift up, I now promise to never allow others to be left feeling small. 'I can't stop, won't stop', that I can promise to you all."

Dry and crisp from the French Saison yeast strain, the hops offer tropical citrus, melon, and berry aromatic qualities, complementing the inviting floral attributes from the addition of hibiscus. The target ABV for the Saison is 9% with 15 IBU when FIERCE becomes available in early April. The beer will be offered on draught only exclusively at Maui Brewing Company's four locations for a limited time.

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 information on Lifting Lucy, visit [LiftingLucy.org](http://LiftingLucy.org) or follow @BIWOCinbeer on [Facebook](#), [Instagram](#), and [Twitter](#).

For more information, visit [MauiBrewing.com](http://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. MBC is based on Maui, with its grid-independent 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.*

*Product and lifestyle imagery and logos can be downloaded from [here](#), and enter password: maui1234@*