



PRESS RELEASE
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FOR IMMEDIATE RELEASE

**MAUI BREWING COMPANY DEBUTS NON-ALCOHOLIC LAGER
OFFERS GUILT-FREE TAKE ON SUMMER-TIME STAPLE**

Kihei, Hawaii (May 17, 2022) – [Maui Brewing Company](https://www.maubrewing.com) launched its first non-alcoholic beer, a refreshing twist on the ever-popular Maui Lime Lager offering the best qualities of beer containing less than 0.5% alcohol by volume.

Brewed with Pilsner, Vienna, and Flaked Maize malts and German Tettnang and US Loral hops, the non-alcoholic beer offers slight biscuit, lightly malty, and fresh lime juice aromas with mild malty sweetness and lime juice forward flavors.

With craft beverage diversification being part of the company's expansion strategy, Brewmaster Kim Brisson-Lutz said, "Having a non-alcoholic craft beer is something we have wanted to do for a while, and we are looking forward to our customer's feedback on this first trial batch. It is a goal of Maui Brewing Co. to provide craft beverage options for every consumer and every occasion."

The refreshing, low-calorie (80 per 16-ounce serving), non-alcoholic beer will be available for a limited time on draft only at the MBC Kihei location, with availability at the other Maui Brewing Company restaurants in the coming weeks. Stop into MBC to taste the newest addition on tap and provide your feedback to the team.

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](https://www.maubrewing.com) or follow [@MauiBrewingCo](https://www.facebook.com/MauiBrewingCo) on [Facebook](https://www.facebook.com/MauiBrewingCo), [Instagram](https://www.instagram.com/MauiBrewingCo), and [Twitter](https://www.twitter.com/MauiBrewingCo).

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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@