



PRESS RELEASE  
605 Lipoa Pkwy., Kihei, HI 96753  
Contact: [PR@MauiBrewingCo.com](mailto:PR@MauiBrewingCo.com)  
**FOR IMMEDIATE RELEASE**

**“EMPOWERMENT BREW DAY” PLANNED AT MAUI BREWING COMPANY**  
*SAVE YOUR SEAT FOR THE AIRING OF “GIRL BEER”*

Kihei, Hawaii (September 6, 2022) – [Maui Brewing Company](https://www.maubrewing.com)’s women brewery staff will be raising their profile in collaboration with [New Belgium Brewing](https://www.newbelgiumbrewing.com) in creating an “Empowerment Brew Day” on Wednesday, September 7<sup>th</sup>.

Organized by MBC’s brewer Sarah Perez, the day will consist of two break-out sessions to educate each other on the different areas within the brewing industry including the quality assurance laboratory, packaging, administration, marketing, and sales areas, as well as brewing. Early in the day, the team will work together to mash in ingredients with hop additions brought to boil, transferring into whirlpool, and lastly to the fermenter.

The beer recipe was created by MBC brewer Anuheia Leite-Ah Yo. LyCHEEHOO Honey Lager will incorporate local Big Island honey and lychee. A portion of the proceeds from the sale of this beer will be donated to non-profit organizations supporting women on Maui. LyCHEEHOO Honey Lager will be available on draft and in limited 6-packs in early October at all four Maui Brewing Company locations on Maui and Oahu.

To culminate the brewery’s internal event, MBC’s Kihei Tasting Room will be hosting the airing of the documentary, “[Girl Beer](#)” created and produced by Marena Domingo-Young. The film highlights the experiences that women endure when engaging with much of the general public and their biases of women in the beer industry.

Following the documentary, New Belgium’s Lead R&D Brewer Kelly McKnight will be in Kihei to sit on the panel alongside Domingo-Young, Makawao’s [Mahalo Aleworks](#) Brewer Sarah Forman, and MBC’s VP of Operations Kim Brisson-Lutz, who will discuss the involvement of women in the brewing industry throughout history and modern day.

Free seating for the documentary which will air at 6:30pm is limited, so [sign-up](#) today!

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 on [Facebook](#), [Instagram](#), and [Twitter](#).

###

***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, restaurant and tasting room in Kihei, as well as restaurants in*

*Lahaina (Maui), Kailua (Oahu), and Waikiki (Oahu). Maui Brewing Company is available in 26 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@*