



PRESS RELEASE
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FOR IMMEDIATE RELEASE

MAUI BREWING COMPANY DEVELOPS FRESH HOPS BREW
COLLABORATES WITH ALASKA AIR AND OTHERS

Kihei, Hawaii (October 20, 2022) – Now available in [Maui Brewing Company's Kihei restaurant](#) location, Hop Cargo Fresh Hop IPA. This fresh-hopped beer was made through an epic collaboration with [Bale Breaker Brewing Company](#), [Yakima Chief Hops](#), and [Alaska Air](#), providing the opportunity to brew with wet hops for the first time in MBC history.

The window to start brewing with fresh hops, as opposed to dried hops, is incredibly short. So short in fact that fresh-hopped beers are typically only made by breweries in close proximity to a hop farm. For this project and with the help of [Alaska Airlines Air Cargo](#), both Maui Brewing Company and Alaska's [49th State Brewing](#) were able to receive a bulk shipment of fresh hops in under 24 hours from when they were picked at [Loftus Ranches](#) in Yakima, Washington.

Upon landing at Maui's Kahului Airport and going through Hawaii's Department of Agricultural inspection, this shipment of hops went straight to the Kihei brewery where the MBC brew team was ready and waiting to start brewing.

The India Pale Ale boasts juicy, pine, and stone fruit aromas with sweet malt and subtle, pleasant bitterness to bring balance to the gutsiest hops. The beer has an ABV of 7.2% with 30 IBUs.

Hop Cargo Fresh Hops IPA is currently available on draft at MBC Kihei and will be arriving soon to MBC restaurant locations in Lahaina, Kailua, and Waikiki.

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. 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@