



PRESS RELEASE  
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**FOR IMMEDIATE RELEASE**

**MAUI BREWING COMPANY ANNOUNCES NEW PACKAGING  
TRANSITIONS TO RECYCLABLE CARTONS**

Kihei, Hawaii (November 29, 2022) – [Maui Brewing Company](https://www.maubrewing.com) announces its pledge towards sustainability with a transition to new packaging for all products, not only limited to craft beer but also including Maui Brewing's [Island Sodas](#), [Maui Hard Seltzer](#), and [Kupu Spirits](#). The 100% recyclable cardboard cartons are manufactured from sustainably-managed forests in the southeast U.S. and contains up to 15% recycled content. The Coated Natural Kraft (CNK®) paperboard is fully recyclable and designed to stand up to the rigorous packaging conditions associated with beverage products that go in and out of refrigeration.

While the company had begun researching the changeover in 2019, a large capital expenditure was required to procure new equipment, move existing machinery and create new space for the equipment including a 2-story mezzanine, as well as install and train teammates on operation and maintenance.

“We’re very excited to showcase the new packaging to our fans,” stated MBC’s Founder and CEO Garrett Marrero. “We always aim to further our commitment to community and the environment, and the new Maui packaging demonstrates this. Our fans have been asking and we are proud to deliver on our commitment to both sustainability and our investment in Hawaii. I’m also beyond stoked at what our marketing team put together; these look great on the shelves.” The new packaging has already found placements on shelves at Maui Brewing retail partners.

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](#).

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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.*

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