



PRESS RELEASE
605 Lipoa Pkwy., Kihei, HI 96753
Contact: PR@MauiBrewingCo.com
FOR IMMEDIATE RELEASE

ENJOY THE LIGHT-BODIED BEER THAT IS A BREWER'S BEST FRIEND
MAUI BREWING COMPANY RE-RELEASES DA HAWAII LIFE LAGER

Kihei, Hawaii (January 26, 2023) – [Maui Brewing Company](https://www.maubrewing.com) launches the first limited release beer of the 2023 year with one of their best-selling limited release brews, Da Hawaii Life Lager. The pale gold dry hopped American light Lager is brewed with Citra Cryo hops offering a clean citrus flavor with light malt character and aromas of citrus and hops. Sessionable with its low ABV of 4.6% and 15 IBUs, this is a perfect thirst-quenching beach beverage or backyard barbecue beer.

Head Brewer James Newman adds, "Da Hawaii Life is a hop-forward lager with characteristics common in an IPA, but ultimately crisper, cleaner, and more crushable."

Da Hawaii Life is currently available on draft and in 6-pack cans for to-go purchases at [Maui Brewing Company restaurants](https://www.maubrewing.com/restaurants) on Maui and Oahu, and in limited amounts in markets where independently-owned Maui Brewing Company craft beer can be found. One sip and you're livin' the best life... Da Hawaii Life!

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 2 international countries with more areas to follow.

Product and lifestyle imagery and logos can be downloaded from [here](https://www.maubrewing.com), and enter password: maui1234@