



**MAUI BREWING CO.**  
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## **PRESS RELEASE**

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## **FOR IMMEDIATE RELEASE**

### **CRAFT 'OHANA WELCOMES TRENT TOKOS AS VP OF MARKETING**

*Tokos Will Lead Marketing Efforts for 'Ohana of Brands, including Maui Brewing Co & Modern Times Beer + Coffee*

**Kihei, Hawaii** (January 24, 2023) – Craft 'Ohana is pleased to announce the addition of Trent Tokos, former VP of Sales and Marketing at [Montana Craft Malt](#), as VP of Marketing effective January 16, 2023. Trent will oversee the marketing strategy for Craft 'Ohana's portfolio of brands, including [Maui Brewing Co.](#), [Modern Times Beer + Coffee](#), [Maui Hard Seltzer](#), and [Kupu Spirits](#).

“We are happy to welcome Trent to our Craft 'Ohana as the Vice President of Marketing,” said Chris McJunkin, Chief Commercial Officer. “Trent brings to our team a wealth of experience in brand and field marketing across multiple breweries, along with his years in sales management that will help the Craft 'Ohana family of brands with activations at wholesale and retail across our portfolio. Trent joins a talented Craft 'Ohana marketing team and will be tasked with building out the remainder of the marketing department to extend our brand awareness and connection with our fans.”



Trent brings years of marketing and sales experience in the beverage industry to the position. As VP of Sales and Marketing at Montana Craft Malt, Trent was an integral part of growing the company to one of the largest craft malt brands in the United States. Trent previously spent 17 years at [Craft Brew Alliance](#) in brand and field marketing management, along with leadership roles in sales, where he worked directly on Widmer Brothers, Redhook, Wynwood Brewing, Goose Island, and Kona Brewing Company brands. Prior to CBA, Trent worked in marketing for Anheuser-Busch and sports marketing for Adidas.

“I am so excited for the opportunity to work with a great group of people on an outstanding family of beverage brands,” said Tokos. “I look forward to building on the success of these with award-winning coffee, beer, seltzer, and spirits.”

For more information, visit [MauiBrewing.com](http://MauiBrewing.com) or follow @MauiBrewingCo on [Facebook](#), [Instagram](#), and [Twitter](#).

For more information on Modern Times, visit [ModernTimesBeer.com](http://ModernTimesBeer.com) or follow @ModernTimesBeer on [Instagram](#) and [Twitter](#) or @ModernTimesIsYourFriend on [Facebook](#).

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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 2 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@*