



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

**MAUI BREWING COMPANY CIRCULATES 2024 BRAND CALENDAR
ANNOUNCES LIMITED SPECIALTIES AND BRAND EXTENSIONS**

Kihei, Hawaii (December 28, 2023) – The 2024 Brand Calendar has been released by [Maui Brewing Company](#) offering a mix of both new and fan favorite craft beers. The upcoming year’s calendar comprises the full “Brand ‘Ohana” of beverages which includes [Maui Hard Seltzer](#) and [Kupu Spirits](#).

MBC’s [year-round](#) lineup consists of Bikini Blonde Lager®, Big Swell IPA, Coconut Hiwa Porter, Pineapple Mana Wheat, OMG Hazy IPA, and a new version of an old favorite, Da Hawai’i Life. With a new look and a new ABV (4.2%), Da Hawai’i Life will become a low calorie, low carb Lite Lager and will be promoted as the beer of choice for active lifestyle craft beer lovers in conjunction with MBC’s partnership with Epic Swim Maui. Residents and visitors of Hawai’i will also be able to continue enjoying Pau Hana Pilsner and Sunshine Girl Golden Ale.

Specialty offerings will launch periodically and be available for a limited time beginning with Land of Rainbows in January, followed by Pacific Lite Session IPA in May, and Shibata Rice Lager in September. Each will be available in 6-pack cartons and draught. Four-pack specialties POG Hazy IPA and Double Overhead Double IPA will be released in January and run through June, while Mango Stickee Rice IPA and a new offering – OMFG Hazy Double IPA with orange, mango, and guava will be available beginning in July through the end of 2024.

The brand’s [Maui Hard Seltzer](#) will feature POG, Dragon Fruit, Hibiscus Lime, and Lemonade flavors available in 6-pack cartons by flavor profile or the Mix 12-pack which includes 3 cans of each flavor. New for 2024 will be a POG Harder Seltzer clocking in at 8% ABV. POG Harder Seltzer will be available in easy-to-grab 19.2 ounce cans sold separately in convenience stores, gas stations, and the like.

In Hawai’i, fans can still enjoy [Kupu Spirits](#)’ award-winning Gin, Whiskey, and Island Amaro. Their ready-to-enjoy canned cocktail lineup continues to include the award-winning Gin & Tonic, with a new Maui Mojito with coconut and lime coming soon. Look for a tropical flavored Vodka Soda to be released later in 2024.

Lastly, the calendar incorporates the new [Maui Island Hard Tea](#) with subtle juicy, sweet, natural peach and mango flavors and stone fruit aroma. Island Hard Tea has an ABV of 5%, and will be offered in both 6 pack cartons and convenient single serve 19.2 ounce cans available in Hawai'i only.

The MBC Brand 'Ohana will be available at retail and restaurant partners in Hawai'i and mainland markets where distribution occurs.

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.

###

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 Kahana (Maui), Ka'anapali (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.

For product and lifestyle imagery and logos, please visit <http://mauibrewingco.com/logos-and-media-images/> and enter password: maui1234@