



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

**IN CALL TO ACTION FOR OCEAN HEALTH, MAUI BREWING COMPANY
PARTNERS WITH EPIC SWIM MAUI
RELEASES REFORMULATED DA HAWAII LIFE LITE LAGER IN
CELEBRATION OF HAWAIIAN WATER CULTURE**

Kihei, Hawaii (February 27, 2024) – [Maui Brewing Company](#) announces the re-launch of [Da Hawai'i Life Lite Lager](#), a lighter version of the previous recipe with lower calories, lower ABV, and now the official beer of the EPIC SWIM Maui expedition. As presenting partner, the companies are aligned on the epic project to raise global awareness around ocean health.

[EPIC SWIM Maui](#) is an official project of the United Nations Ocean Decade and will be the world's first expeditionary swim around the island of Maui. The expedition – and accompanying documentary film – will feature the world's best open water swimmers from six continents, as well as scientists, indigenous leaders and environmental champions all focused on improving the health of our oceans. The event will take place this summer and include a celebration of the Hawaiian culture as it passes through the 12 Mokus (districts) with community gatherings at the beginning, middle, and end of what organizers anticipate will be a 12-18 day circumnavigation. Celebration sites will include the newest [Maui Brewing Company](#) restaurant located in the Outrigger Ka'anapali Beach Resort where everyone will have the opportunity to kick back and enjoy a locally crafted beer overlooking the world's #1 beach.

"Maui Brewing Company is the perfect presenting partner for EPIC SWIM Maui," notes EPIC SWIM's founder Robby Seeger. "Their commitment to the community of Hawai'i and their understanding for ocean health aligns with our values of stewardship and our connection to the ocean. #SwimTogether represents our global efforts for united ocean solutions. Visit epicswimmaui.com for more information and how to get involved."

MBC's new recipe for Da Hawai'i Life Lite Lager offers a lower ABV (4.2%) and 15 IBUs with just 110 calories per 12 ounce serving. 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. The light-bodied beer is a brewer's best friend. "This is the perfect thirst-quenching beverage for on, in, or around the water", per Garrett Marrero, Co-Founder and CEO of Maui Brewing Co.

For the first time, MBC will be offering Da Hawai'i Life in a new 15-pack carton for the price of a 12-pack, as well 6-pack cartons for to-go purchases. The beer will also be available on draft at all [Maui Brewing Company restaurants](#) on Maui and Oahu, and in markets where independently-owned Maui Brewing Company craft beer can be found. One sip and you're livin' the best life... Da Hawai'i 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 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 Ka'anapali (Maui), Kahana (Maui), Kailua (Oahu), and Waikiki (Oahu). Maui Brewing Company is available in 28 states, 1 district, and 2 international countries with more areas to follow.

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