



PRESS RELEASE  
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**FOR IMMEDIATE RELEASE**

**MAUI HARD SELTZER INTRODUCES NEW OFFERINGS**  
*MAUI ISLAND HARD TEA AND MAUI HARDER SELTZER NOW AVAILABLE IN HAWAII*

Kihei, Hawai'i (March 5, 2024) – [Maui Hard Seltzer](#) enters the hard tea market this week with the launch of [Maui Island Hard Tea Peach Mango](#). Tea lovers will be delighted with this perfect for-beach-day sipping beverage made of light golden sugar and smooth black tea infused with juicy mango and fresh peach flavors. The non-carbonated hard tea has an ABV of 5.0% and offers subtle juicy, sweet tropical flavors with stone fruit aroma. Maui Island Hard Tea will be available in 12oz 6-packs or convenient 19.2oz single serve cans in Hawai'i only.

According to Chief Commercial Officer Chris McJunkin, "As we continue to innovate across our portfolio, we identified hard tea as a hot category here in Hawai'i that other local brands are currently not participating in. Our brewing team jumped to the challenge to create Island Hard Tea with tropical flavors – perfect for Hawai'i!"

This month, the grid-independent brewery located in Kihei will also be introducing [Maui HardER Seltzer](#) in its most successful flavor, POG (Passion Fruit, Orange, Guava). The spiked sparkling water with natural flavors has an ABV of 8%, less than 1G sugar, and just 250 calories. The accelerated version of its kin will be offered in convenient 19.2oz single serve cans in Hawai'i only. Grab and go at carry-out markets, local concert venues, and supermarkets. One is all you need, brah!

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

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***About Maui Hard Seltzer***

*Launched in 2020, Maui Hard Seltzer is a brand extension of Hawai'i's largest craft brewery, Maui Brewing Company. Varietals include POG (passionfruit, orange, guava), Dragon Fruit, Hibiscus Lime, and Lemonade, offering a low calorie, low carbohydrate, low sugar alcoholic beverage option. Maui Hard Seltzer operates with a mission aligned to the same independent values, sustainability practices, and commitment to craft as its parent brand.*