



PRESS RELEASE  
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**FOR IMMEDIATE RELEASE**

## **MAUI BREWING COMPANY'S DA HAWAII LIFE WINS GOLD MEDAL OFF TO STRONG START IN HAWAII AND ON MAINLAND**

Kihei, Hawaii (July 16, 2024) – [Maui Brewing Company](#) is thrilled to announce its latest award-winning beer, [Da Hawaii Life Lite Lager](#), which recently secured a Gold medal in the India Pale Lager category at the recent [2024 U.S. Open Beer Competition](#).

Brewed with Citra Cryo hops, Da Hawaii Life Lite Lager boasts a lower ABV of 4.2% and 15 IBUs, with just 110 calories per 12-ounce serving. This pale gold Lager offers a clean citrus flavor, a light malt character, and aromas of citrus and hops. Its light-bodied profile makes it an ideal companion for brewers and beer enthusiasts alike.

Since its recipe was redeveloped and re-launched in March of this year, the official beer of the EPIC SWIM Maui expedition has swiftly become the company's third best-selling brand through planned programming and sponsorship. It is expected to be the company's top-selling beer brand on the mainland for July.

As part of its promotional efforts, MBC's Da Hawaii Life is available in 15-pack cartons at retailers including Costco stores in Los Angeles, Orange County, and across the Hawaiian islands. Six-packs and 15-packs are also available at all major Hawaii retailers, and mainland retailers including select locations of Trader Joe's (SoCal stores), Haggen, Ralph's, Target, Total Wine & More, BEVMO!, Whole Foods, and many others. One sip and you're livin' the best life... Da Hawaii Life!

According to Maui Brewing Co.'s Co-Founder and CEO Garret Marrero, "Da Hawaii Life has long been a favorite Limited Release in Hawaii. As we brought it to more of our fans, we transformed the recipe into a lighter option while retaining the flavor profile. The result is a crisp, uber-refreshing Lager that aims to appeal to modern beer fans looking for a "lite" option without compromising on taste. The hops are balanced while bringing a nice slightly citrus hop profile to the party. One of the most crushable beers we've ever made." Cheers to that!

[EPIC SWIM Maui](#) is an official project of the United Nations Ocean Decade and the world's first expeditionary swim around the island of Maui. The expedition is currently ongoing and can be followed on [social media](#).

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](http://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@*