



PRESS RELEASE
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FOR IMMEDIATE RELEASE

Maui Brewing Co. Debuts Vodka Soda Brand, Maui Island Spirits *Pineapple and Mango Flavors are Now Hitting Shelves in Hawai'i*

Kihei, Maui, Hawai'i (March 6, 2025) — [Maui Brewing Co.](https://www.MauiBrewingCo.com) proudly introduces Maui Island Spirits, a new line of premium handcrafted spirits-based cocktails. Made with real vodka, cane sugar, and natural flavors, these ready-to-drink vodka sodas offer a crisp, refreshing taste perfect for relaxing on a sunny Hawaiian day.



Launching with two tropical flavors — Vodka + Pineapple and Vodka + Mango — Maui Island Spirits delivers an easy-drinking, guilt-free refreshment at 4.5% ABV, with just 100 calories and 5g of sugar per 12oz can. A variety pack with an additional flavor is expected later this year.

“Our R&D team worked hard on the Maui Island Spirits product line to develop these Hawaii-inspired flavors, and we are thrilled with how it turned out,” said Jen Hopkins, QA Lead. “They’re bursting with tropical flavor and will transport you right to the beach.”

“We have been working to craft a beverage for this fast-growing category for quite some time and I couldn't be prouder of what our team has created. All of the flavors are fantastic and taste better than mainstream options,” said CEO Garrett Marrero. “We are excited to launch the first local Hawai'i alternative to imported beverages in the Vodka Soda category.”

Maui Island Spirits builds on the popularity of Maui Brewing Co's [Maui Hard Seltzer](https://www.MauiBrewingCo.com), which has grown +26% year-to-date. Bucking current trends for most breweries, Maui continues to see strong growth across its beverage portfolio, with Maui Brewing Co. beer up +12% and [Island Sodas](https://www.MauiBrewingCo.com) rising +16%. The company's total brand portfolio has grown +16% year-to-date, reinforcing its position as a leader in craft beverages. The momentum is expected to continue on the mainland as [Maui Island Hard Tea](https://www.MauiBrewingCo.com) and Island Sodas launch in key markets in the coming weeks.

With a commitment to quality, innovation, and the spirit of aloha, Maui Brewing Co. invites consumers to experience a taste of the island lifestyle with the launch of Maui Island Spirits Vodka Sodas, available in 6-packs at select Hawai'i retailers including Maui Brewing Co. restaurants.

For more information on Maui Island Spirits, visit [MauiHardSeltzer.com](https://www.MauiHardSeltzer.com) or follow @MauiSpirits and @MauiHardSeltzer on Facebook and Instagram.

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About Maui Brewing Co.

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), Kailua (Oahu), and Waikiki (Oahu). Maui Brewing Company is available in 28 states and two international countries with more areas to follow.

For product and lifestyle imagery and logos, please visit craftohana.canto.com/v/media