



PRESS RELEASE
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FOR IMMEDIATE RELEASE

Maui Brewing Co. Introduces Maui Light Lager
True-to-Style Light Lager Brewed for the Island Lifestyle

Kihei, Maui, Hawaii (March 31, 2026) — [Maui Brewing Co.](https://www.MauiBrewingCo.com), Hawaii's premier beverage company, is launching Maui Light, a crushable, true-to-style light lager crafted for the laid-back moments that define island life. At 4.0% ABV, 110 calories, 6g carbs and low bitterness, Maui Light is crisp, clean, and refreshingly easy to drink.



To celebrate the launch, [Maui Brewing Co.'s Kihei](https://www.MauiBrewingCo.com) taproom will host a Maui Light launch party on Friday, April 10 from 4:00–6:00 p.m., featuring swag giveaways and live music.

“If you’ve had a beer with me lately, you know how excited I am about Maui Light,” said Garrett Marrero, co-founder and CEO of Maui Brewing. “A true American light lager—clean, crisp, and refreshing, with no bitterness and all the drinkability. Our brewers delivered the kind of crushable lager our fans have been asking for. This beer will bring you back to a beach in Hawaii with every sip!”

Maui Light arrives as Maui Brewing Co. continues to see strong momentum across its portfolio, including beer, hard seltzer, RTDs, and non-alcoholic soda. [Maui Hard Seltzer](https://www.MauiBrewingCo.com) is releasing a new Lychee flavor, available now in 6-packs and rolling out in the Maui Hard Seltzer Mix Pack at select Hawaii retailers. A 19.2 oz single of its most popular flavor, Dragon Fruit, will be available in the coming weeks. The company also continues to push into new categories, with [Maui Island Spirits Vodka Sodas](https://www.MauiBrewingCo.com) showing strong sales since their 2025 launch and a non-alcoholic beer coming this summer.

Maui Light is available now in 6-packs and on draft at select Hawaii retailers and restaurants, with 12-packs hitting shelves this fall. Beginning in early April, Maui Light will be served on all Hawaiian Airlines flights.

For more information on Maui Brewing Co, visit [MauiBrewing.com](https://www.MauiBrewingCo.com) or follow [@MauiBrewingCo](https://www.facebook.com/MauiBrewingCo) on [Facebook](https://www.facebook.com/MauiBrewingCo) and [Instagram](https://www.instagram.com/MauiBrewingCo).

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About Maui Brewing Co.

Established in 2005, Maui Brewing Co. is an award-winning brewery dedicated to innovation, sustainability, and quality. Its portfolio of brands includes Maui Brewing Company, Maui Hard Seltzer, Maui Island Spirits, and Kupu Spirits. Based in Kihei, Hawai'i, Maui Brewing is the 17th largest craft brewery by volume with distribution in select US markets and countries around the world. For product and lifestyle imagery and logos, please visit craftohana.canto.com/v/media