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For Immediate Release

KONA BREWING KICKS OFF AMERICAN BEER MONTH JULY 1

Hawaii Kai, Oahu — In honor of American Beer Month, Kona Brewing Company at Koko Marina will be featuring a Tapping Party, new beer-infused menu and Brewer's Dinner in July. Kona Brewing Company's latest seasonal brew, Paddlers Pilsner, will be unveiled at the Tapping Party taking place on Friday, July 1 from 6 to 9 p.m. along with FREE beer-infused pupus and live music. The beer-infused menu will be featured throughout American Beer Month. Finally, the Koko Marina pub will present its annual American Beer Month Brewer's Dinner on Monday, July 25. Now in its sixth year, American Beer Month is a nationwide campaign celebrated each July that promotes American brewing and the diversity and quality of American beer.

Tapping Party Introduces Paddlers Pilsner

On Friday, July 1, the Koko Marina pub will offer samples of Paddlers Pilsner and FREE beer-infused pupus (6 to 7 p.m.) from the special menu. Rich Tucciarone, director of brewery operations, will be on hand from the Big Island to talk about the beer style, their recipe and the resulting unique flavors. In addition, traditional Hawaiian entertainment by Naluhoe will be featured from 6 to 9 p.m.

Paddlers Pilsner was brewed in mid-May and claims the honor of Kona Brewing Company's 2,000th batch of beer. It is pale straw in color and assertively hopped with a liberal amount of Czech Saaz hops, imparting spicy and herbal flavor and aroma. It was brewed with 100 percent Pilsner malts – three distinct and unique varieties from the United States and Germany – that give the beer its unique biscuit-like character.

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“As our 2,000th brew, we wanted the beer to be something out of the ordinary,” said Tucciarone. “Paddlers Pilsner will appeal to everyone. It is light and approachable for the ‘lighter’ beer drinker, but it is liberally hopped to satisfy the craft beer aficionado. That’s what American Beer Month is all about, after all: celebrating quality American-made craft beer with those who already appreciate it, while educating non-craft beer drinkers about the diverse flavors available.”

Beer Month Menu

Kona Brewing Company created a beer-infused menu in honor of American Beer Month. Appetizers include *IPA Marinated Beef Satay* (North Shore Cattle Company top sirloin served with teriyaki dipping sauce), *Golden Ale Steamed Black Lip Mussels* (with Maui onions and hearts of palm) and *Kona Brewing Bruschetta* (fresh baked spent grain crostinis topped with mozzarella and served with fresh Hamakua tomato relish). Entrees include *Firerock Braised Sausage Trio* (three Andouille sausages braised in KBC firerock pale ale) and *USDA Choice Rib-Eye Steak* (served with a Black Sand Porter mushroom sauce). For dessert, KBC features “*Beerimisu*” (traditional Tiramisu made with Kona stout). The special menu will run throughout the month of July.

Brewer’s Dinner

Kona Brewing Company’s American Beer Month Brewer’s Dinner on Monday, July 25, will be a four-course dinner featuring local meat, fish and produce prepared island-style. Each course will be paired with a different Kona Brewing Company ale or lager, and many of the dishes will be prepared with beer as an ingredient.

Background Information

The U.S. has a beer tradition that dates back to the earliest days of American history and today yields more than 7,000 brands of beer produced by more than 1,400 breweries. Nationwide, the craft brewing industry has grown every year for the past 25 years. In 2004 America’s craft brewers sold 7 percent more beer than the previous year, making American craft beer the fastest growing segment of the U.S. alcohol beverage industry. Kona Brewing Company recently was named the 10th fastest growing brewery in the nation and reported an astounding 87 percent growth in 2004. American Beer Month is spearheaded by the Brewers Association, a not-for-profit trade and educational association for craft brewers.

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“Americans are the envy of the world when it comes to beer flavor and diversity,” touts the Brewers Association website. “During July, every American has a chance to understand how varied and interesting American beers really are today so that they don’t miss out on this fantastic aspect of America’s culinary culture.”

For information on Kona Brewing Company’s Paddlers Pilsner or the American Beer Month Brewer’s Dinner call 394-5662 or visit www.KonaBrewingCo.com. For information on American Beer Month, visit www.americanbeermonth.com.

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