



Media Contact:

Rich Tucciarone
Director of Brewery Operations
(808) 334-1340
rtbrew@KonaBrewingCo.com

For Immediate Release

KONA BREWING KICKS OFF AMERICAN BEER MONTH JUNE 30

Kailua-Kona, Hawaii's Big Island — Kona Brewing Company on Hawaii's Big Island will kick off American Beer Month with the first tapping of its latest seasonal brew, "Paddlers Pilsner," on June 30 at 6 p.m. Then, on the first official day of American Beer Month, July 1, the brew staff will tap a special keg of cask-aged Hawaii Vanilla Bean Porter at 5 p.m. Finally, the Kailua-Kona Brewery & Pub will present its annual American Beer Month Backyard Beer Dinner Wednesday, July 20. 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.

Launching American Beer Month just as the clocks tick to July 1 Eastern Standard Time, brewers at the Kailua-Kona Brewery and Pub will offer samples of Paddlers Pilsner and talk about the beer style, their recipe and the resulting unique flavors on June 30 at 6 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.

"As our 2,000th brew, we wanted the beer to be something out of the ordinary," said director of brewery operations Rich 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."

-more-

2-2-2-2

Each month, Kona Brewing Company's brew staff fills a unique keg, called a cask or firkin, with a "young" beer to subtly change its flavor by cask-conditioning it. On July 1 at 5 p.m. the brew staff will tap up a cask of Hawaii Vanilla Bean Porter. The beer combines the smooth flavor of Big Island-grown vanilla bean from Hawaiian Vanilla Company on the Hamakua Coast with the dark and roasty taste of Black Sand Porter. The cask was filled with "young" Black Sand Porter and vanilla beans, then primed with small amounts of actively fermenting yeast and wort. This caused the beer to undergo secondary fermentation and conditioning. It is slightly lower in carbonation and served at cellar temperature. This allows more of the lively hop flavors, vanilla quality and malty body to come through. When the keg is tapped, it goes fast, typically only lasting a few hours.

Kona Brewing Company's American Beer Month Backyard Beer Dinner on Wednesday, July 20, 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.

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.

"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 and Hawaii Vanilla Bean Porter tappings or the American Beer Month Backyard Beer Dinner call 334-1133 or visit www.KonaBrewingCo.com. For information on American Beer Month, visit www.americanbeermonth.com.

###