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FOR IMMEDIATE RELEASE
KONA BREWING CO. BREWS UP LIMITED RELEASE WAILUA WHEAT

Kailua-Kona, Hawaii's Big Island— Kona Brewing Company is proud to introduce its second coveted limited release beer, Wailua Wheat. The light, crisp and refreshing wheat ale, accentuated by the citrusy aroma and quenching flavor of passion fruit, will cascade onto the shelves and freefall from taps this April. Wailua Wheat is the second of Kona Brewing Company's limited release brews following the successful launch of Pipeline Porter and joins the company's mainstay packaged lineup of Longboard Island Lager, Fire Rock Pale Ale and Big Wave Golden Ale. Wailua Wheat will be available each spring and summer.

Wailua Wheat, bright golden in color, is a slightly tart, refreshing wheat ale with a fresh citrus aroma and crisp finish. Tropical passion fruit is added late in the brewing process to retain the delicate fruity flavor and aroma.

Wailua Wheat pays tribute to the breathtaking scenery of Hawaii, celebrating Wailua Falls on the island of Maui. Found on the road to Hana on the north coast of Maui, Wailua Falls plunges some 95 feet into a natural pool, surrounded by lush, tropical vegetation.

Kona Brewing Company launched its limited release beer program last fall with the debut of Pipeline Porter. Wailua Wheat is the company's second limited release beer and will be brewed and distributed during the spring and summer months.

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“We’re excited to share with our fans in Hawaii and on the mainland the taste of paradise that we’ve created in Wailua Wheat, with its hint of tropical passion fruit,” said Kona Brewing Company President and CEO Mattson Davis. “That crisp, citrusy flavor will go a long way on a warm spring or summer day, no matter where you are.

“Our limited release beer program that launched in fall 2006 was met with unbelievable enthusiasm,” continued Davis. “A recent study conducted for the Brewers Association by Information Resources Inc. revealed that Pipeline Porter claimed the 15th highest case sales of new craft beer brands in supermarkets across the United States – and it claimed this spot after being on the shelves just three months! We have the same expectations for Wailua Wheat. It’s unique, refreshing and delicious!”

Wailua Wheat’s packaging is eye-catching and inviting. Continuing with the retro-Hawaii packaging that Kona Brewing Company introduced with Pipeline Porter, Wailua Wheat bottles and six-pack carriers feature a paradisiacal scene from old Hawaii – a beautiful, cascading waterfall plunging into a clear blue pool, surrounded by lush vegetation. In accordance with Kona Brewing Company’s commitment to preserving its environment, all of the sell sheets and table tents that promote the new beer are printed on 100 percent recycled, 50 percent sugarcane fiber paper.

Wailua Wheat is a limited release beer available from April through September on draft and in bottles at finer retail locations, restaurants and bars in Hawaii and select mainland states, including Arizona, California, Colorado, Florida, Idaho, Montana, Nevada, New Mexico, Oregon and Washington.

Wailua Wheat Profile

Malt:	Premium 2-Row Pale, Wheat
Hops:	Hallertau
Alcohol:	5.4% by volume (4.3% wt.)
O.G.	12.0 Plato
IBU	15
Extras:	tropical passion fruit

Since 1994 Kona Brewing Company has been committed to making handcrafted ales and lagers of uncompromised quality. For more information call 808-334-BREW or visit www.KonaBrewingCo.com.