



**Contact Information:**  
Mattson Davis, President and CEO  
Kona Brewing Company  
808-334-1133

FOR IMMEDIATE RELEASE  
**KONA BREWING CELEBRATES 3,000<sup>TH</sup> BREW**

*Kailua-Kona, Big Island of Hawaii*— On December 19 Kona Brewing Company will brew its 3,000<sup>th</sup> batch of beer at its Kailua-Kona brewery since the company's beginnings in 1994. The brew will be a Belgian-style Tripel.

Tripels are brewed with much greater amounts of malt and sugar, resulting in beer that is three times the strength of standard Belgian-style ales. They are typically bright gold in color with complex, spicy aroma and flavor. Kona Brewing Company's Tripel will be brewed using 200 pounds of local Maui Brand turbinado sugar, which will contribute additional flavor and strength to the beer. The brew staff chose the Tripel beer style to commemorate the "triple-thousand" brew. After a period of fermentation and conditioning, Kona Brewing Company's Tripel will be served up exclusively at its two restaurant locations on Hawaii's Big Island and Oahu beginning in February.

"We are approaching yet another enormous milestone with this 3,000<sup>th</sup> brew," said Mattson Davis, Kona Brewing Company's President and CEO. "It took us seven years to get to our 1,000<sup>th</sup> brew in late 2001; three and half years after that to reach brew 2,000 in May 2005; and now, just two and half years later, we're celebrating threefold!"

Kona Brewing Company opened its doors for business in late 1994 and brewed its first batch of beer in February 1995, operating initially as a microbrewery. In its first year of operation, the company brewed 58 batches of beer yielding 1,461 barrels that were distributed throughout the state.

**-more-**

2-2-2-2

In 2007, Kona Brewing Company's Kailua-Kona brewery is on track to produce nearly 10,000 barrels of beer. That amount, combined with the beer produced at Kona Brewing Company's partner brewery on the mainland United States, will result in approximately 64,000 barrels brewed in 2007 and contribute to the company's 43 percent growth over 2006. Since its first year of operation, beer production at the Kona facility has increased 584 percent and beer production at the Hawaii and mainland facilities combined has increased 4,280 percent.

Kona Brewing Company recently completed a \$1.4 million expansion at its Kailua-Kona site that included adding to the brewery an 80-barrel fermenter, larger chiller, drive-in keg storage cooler and three-bay loading dock; and to its restaurant a new retail area, new beer-to-go shack, new entrance and improved and expanded parking area.

Kona Brewing Company has grown into Hawaii's largest brewery, has two restaurant sites in Hawaii and beer distribution reaching 17 states, Japan and China, with additional markets planned in 2008. For information call 808-334-BREW or visit [www.KonaBrewingCo.com](http://www.KonaBrewingCo.com).

###