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FOR IMMEDIATE RELEASE
KONA BREWING CO. BREWS BEER WITH ORGANIC BARLEY, HOPS

Kailua-Kona, Hawaii's Big Island— Kona Brewing Company has brewed the first beer ever in Hawaii using all organic malted barley and hops, a Belgian-style saison named Oceanic Organic Ale. It was fermented with a custom blend of Belgian yeast strains and spiced with an abundance of organic hops, coriander and grains of paradise. The straw-colored unfiltered beer has a crisp, dry, quenching flavor and distinctive spicy aroma with notes of lemon peel, clove, white pepper, cardamom and fresh hops complemented by pleasant cellar-like notes. The complex aroma is balanced by rustic hop flavor.

“Oceanic Organic Ale gets its unique flavor profile from the Belgian yeast and exotic spices, true to its style,” said Vice President of Brewery Operations Rich Tucciarone. “But perhaps the most impressive facet of the beer is that it was brewed using all organic malted barley and hops – the first in Hawaii, to our knowledge. It was extremely challenging and expensive for us to acquire the malt and hops – organic ingredients such as these are difficult to source and short in supply.”

The saison beer style originated as a harvest ale in French-speaking southern Belgium. Saisons originally were brewed in farmhouses for farm workers who were entitled to up to five liters throughout the workday during harvest season. “Saison” is the French word for season. Approximately a dozen different saison breweries exist in Belgium today. Nearly 7,500 miles away, Kona Brewing Company's recipe will be served exclusively at its Kailua-Kona and Koko Marina pubs.

“Brewing a beer using organic ingredients is something we’ve wanted to do for a while, and we’re honored to do our part to support the organic movement,” said President and CEO Mattson Davis. “We strive to be a ‘green’ leader in all that we do – from using organic produce whenever possible to feeding Big Island cattle the spent grain from our brewing process. We continue to develop a strong recycling program, and we are able to lessen our carbon footprint by utilizing heat exchangers in the brewhouse and heat reclamation systems in our restaurant to reduce our use of electricity. All these processes are better for our guests, better for our business – and most of all, better for our planet.”

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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.

Oceanic Organic Ale Profile

Malts: Organic Premium 2-Row, Organic Pilsner, Organic Wheat, Organic Munich

Hops: Organic Tradition, Organic Hersbrucker, Organic Saphir, Organic New Zealand Pacific Gem

Extras: coriander and grains of paradise

Alcohol: 6.6% ABV

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