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**FOR IMMEDIATE RELEASE**  
**WAILUA WHEAT RETURNS TO KONA BREWING CO. LINEUP**

*Kailua-Kona, Hawaii's Big Island*— Kona Brewing Company's spring/ summer limited release brew Wailua Wheat, made with passion fruit, returns to the brewery's lineup of packaged beers. The light, crisp and refreshing wheat ale, accentuated by the citrusy aroma and quenching flavor of passion fruit, cascades into the market in April. Wailua Wheat joins the company's mainstay packaged lineup of Longboard Island Lager, Fire Rock Pale Ale and Big Wave Golden Ale.

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. Found on the road to Hana on the north coast of Maui, Wailua Falls cascades some 95 feet into a clear blue pool, surrounded by lush vegetation. Wailua Wheat's packaging is eye-catching and inviting, featuring a paradisiacal Wailua Falls scene from old Hawaii.

"Our limited release beer program has experienced incredible success," said Kona Brewing Company President and CEO Mattson Davis. "Last April, we debuted Wailua Wheat and have built up quite a dedicated following. Our fall/ winter limited release beer Pipeline Porter, brewed with 100% Kona coffee, doubled our sales projections in its second season. We're optimistic that Wailua Wheat will experience the same success this time around. It's our pleasure to share a taste of tropical life – our "Liquid Aloha" – with beer drinkers in Hawaii and throughout select mainland markets!"

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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, Texas and Washington. Kona Brewing Company is in the process of rolling out several new markets in 2008. Texas and Florida recently began widespread distribution of Kona Brewing Company's beers. Georgia, North Carolina, South Carolina and Virginia are on tap to begin distribution in the months to come.

Kona Brewing Company was founded in 1994 and packaged its first batch of beer in February 1995. It has grown into Hawaii's largest brewery and was ranked the 23<sup>rd</sup> largest craft brewing company in the country based on 2006 national figures. It has two restaurant sites in Hawaii and beer distribution reaching 18 states, Japan and China. In 2007, Kona Brewing Company posted 40 percent growth over the previous year, increasing its barrels sold to 62,656. Since its first year of operation, the company's beer sales have increased more than 4,000 percent. For information call 808-334-BREW or visit [www.KonaBrewingCo.com](http://www.KonaBrewingCo.com).

### 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

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