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**FOR IMMEDIATE RELEASE  
KONA BREWING LAUNCHES KOKO BROWN ALE**

*Kailua-Kona, Big Island of Hawaii* — Kona Brewing Company recently announced the launch of Koko Brown Ale, the first new beer available for distribution from the brewery since 2007 and the third in its *Aloha Series*. Koko Brown Ale is a rich mahogany ale brewed with toasted coconut for a nutty aroma and flavor. It is available at restaurants and retail establishments now through May 1.



Koko Brown Ale is an island-style brown ale that boasts roasted malt, caramel and chocolate aromas and flavors, balanced by modest hop bitterness. More than 100 pounds of coconut is added to each batch of beer, giving this unique beer a complex, nutty flavor. Koko Brown pairs well with spicy curries, coconut rice, caramelized meats, aged cheeses, barbecue and chocolate dipped macaroons!

The vintage artwork on Koko Brown Ale's bottle and packaging depicts a stand-up paddler on the calm waters of Maunalua Bay, in the shadow of Koko Head and Koko Crater. Stand up paddling (SUP), or *hoe he'e nalu*, is one of the fastest growing recreational sports in the world. Paddling served as the ancient Hawaiians' mode of solo transport in visiting remote villages and fishing grounds, and today, SUP competitions often launch at the docks below Kona Brewing's Koko Marina pub. Kona Brewing Company sponsors a number of SUP competitions including the Molokai 2 Oahu World Championship Paddle Board Race, Battle of the Paddle and Maui Jim Surf Monkey, as well as brand ambassadors Jenny Kalmbach and shaper Tom Pokahu Stone.

The 3<sup>rd</sup> in the Aloha Series, Koko Brown joins Wailua Wheat and Pipeline Porter in the Kona Brewing Company lineup. It will be available in 12 ounce bottles and draught February 21 through May 1, 2011 in the west coast states of Hawaii, Alaska, Washington, Oregon, Idaho, Montana, Wyoming, Nevada, California, Colorado, Arizona and New Mexico.

Malt: Premium 2-Row, Victory, Carapils, Munich, Chocolate

Hops: Cascade, Willamette, Warrior, Millennium

Original Gravity (OG): 13.4 P

Alcohol by Volume (ABV): 5.5%

IBU: 28

Extras: toasted coconut chips

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### **About Kona Brewing Company**

*Kona Brewing Company was started in the spring of 1994 by a father and son team who had a dream to create fresh, local island brews made with spirit, passion and quality. It is a Hawaii-born and Hawaii-based craft brewery that prides itself on brewing the freshest beer of exceptional quality, closest to market. This helps to minimize its carbon footprint by reducing shipping of raw materials, finished beer and wasteful packaging materials. The brewery is headquartered where it began, in Kailua-Kona on Hawaii's Big Island. It has grown into Hawaii's largest brewery, has three restaurant sites in Hawaii and beer distribution reaching 28 states and Japan. For more information call 808-334-BREW or [www.KonaBrewingCo.com](http://www.KonaBrewingCo.com).*

EDITOR: Jpeg images of Koko Brown Ale are available by e-mailing [wendyt@hawaii.rr.com](mailto:wendyt@hawaii.rr.com).