



For Immediate Release

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KONA BREWING TO BRING KOKO BROWN ALE BACK TO THE MAINLAND, AND TO THE EAST COAST FOR THE FIRST TIME

Kailua-Kona, Big Island of Hawaii, December 15, 2011...After a successful launch of Koko Brown Ale to west coast mainland markets this spring, **Kona Brewing Company** has announced that east coast markets will also receive **Koko Brown Ale** when it's released



again in January 2012. The 2011 arrival of Koko Brown Ale marked the first new mainland beer offering from Kona Brewing in four years, and also the third seasonal in the brewer's Aloha Series. Koko Brown Ale was first tapped at Kona's Kailua-Kona pub in the summer of 2009.

The vintage artwork on Koko'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 water 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 sponsors a number of SUP events including Battle of the Paddle, Maui Jim Surf Monkey and the first ever SUP Awards as well as brand ambassadors Jenny Kalmbach, Candice Appleby, Andrew Logreco, Jerry Bess and Tom Pokahu Stone.

Koko Brown Ale pairs best with coconut and caramel-infused recipes including coconut rice, Thai curries, caramelized roast turkey and chocolate-dipped macaroons. The rich flavors of Koko Brown also complement aged cheeses, barbecued meats and carne asada. Koko Brown Ale will be available on shelves and on draught through May 2012.

Koko Brown Ale brewing notes:

- Dried, toasted coconut is added to the mash resulting in a pleasant nutty aroma and flavor.
- Deep amber with rich mahogany hues. Distinctive and pronounced toasted coconut aroma. Toffee and nutty coconut flavor is complemented by the mildly roasty Victory and Munich malts.
- Malt: Premium 2-Row, Victory, Carapils, Munich, Chocolate
- Hops: Cascade, Willamette, Warrior, Millennium
- Original Gravity (OG): 13.3 P
- Alcohol by Volume: 5.5%
- IBU: 28
- Extras: toasted coconut chips.

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About Kona Brewing

Kona Brewing Company was started in the spring of 1994 by father and son team Cameron Healy and Spoon Khalsa, 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. It is the 13th largest craft brewery in the country. For more information call 808-334-BREW or www.KonaBrewingCo.com.

Press samples will be made available in late December, 2011.