



For Immediate Release

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## KONA BREWING BRINGS LIQUID ALOHA TO ALABAMA

*Kailua-Kona, Big Island of Hawaii, March 8, 2012...* Craft beer drinkers in Alabama will soon be able to experience Liquid Aloha when **Kona Brewing Company's** flagship Longboard Island Lager and the rest of the portfolio will be made available throughout the state this spring. Alabama will mark the 31<sup>st</sup> state where Kona Brewing Co.'s beers are available. Beginning the week of April 2<sup>nd</sup>, Kona beers and will be available in stores and on draught in such cities as Birmingham, Montgomery, Mobile, and Huntsville.

Kona Brewing president Mattson Davis said of the expansion; "Liquid Aloha has officially spread from the Big Island to the Heart of Dixie! Handcrafted brews like ours are a natural fit as Alabama's appetite for craft beer grows. And Alabamans who enjoy camping, fishing, boating and hiking will soon see that Kona goes hand-in-hand with adventurous lifestyles, thanks to the availability of Longboard Lager in cans."

Craft beer drinkers will find Kona at bars and restaurants throughout Alabama with craft beer offerings, as well as in specialty beer shops, liquor stores and regional grocery store chains. Kona Brewing's Longboard Island Lager will be available in bottles, on draught and in 12 ounce cans for better portability where glass bottles typically aren't allowed – like on Gulf Shores beaches or by the pool. In addition to Kona's other year-round offering Fire Rock Pale Ale, Kona's full seasonal line up of Aloha Series beers will also be available beginning with the spring seasonal in the series, Koko Brown.

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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 30 states and Japan. It is the 13th largest craft brewery in the country. For more information call 808-334-BREW or [www.KonaBrewingCo.com](http://www.KonaBrewingCo.com).*