



BIG WAVE TO HIT THE MAINLAND MID-AUGUST, 2012

Kailua-Kona, Big Island of Hawaii, July 24, 2012... A longtime staple in Hawaii will soon make its way ashore, courtesy of Hawaii-born **Kona Brewing Company**. **Big Wave Golden Ale** will join Kona's portfolio on the mainland that includes flagship Longboard Island Lager, Fire Rock Pale Ale and the trio of Aloha Series seasonals available at select times during the year. Brewed with tropical ingredients, the Aloha Series is comprised of Pipeline Porter, Koko Brown Ale and Wailua Wheat. Like Longboard, Big Wave Golden Ale will be a year-round offering starting August 13, 2012, and will be available in 6-pack bottles in all 30 of Kona's mainland markets.

Inspired by the huge waves that pound the gold sand beach of Makaha in Waimea Bay on Oahu, Big Wave Golden Ale is well-loved among locals and visitors to Hawaii, who until now have had to go without upon their return to the mainland. This will be the company's first new mainland beer since Koko Brown Ale hit in January 2011.

Kona Brewing president Mattson Davis said, "Big Wave Golden Ale is one of our original beers, first brewed at our Kailua-Kona home brewery in the mid 90's. Like Longboard, it's a great session beer with a bright quenching finish, and perfect for kicking back and talking story at sunset. For the tens of thousands of mainland craft beer lovers who have requested it, their day has come!"

Draught will be limited to California and Florida for Big Wave in 2012, with the other mainland markets receiving draught in early 2013. The beer will also be poured at the Doheny Surf Festival in Dana Point, CA August 11-12 and the Liquid Aloha Festival in San Diego September 1, 2012. It will also be available on draught at the Oregon Brewers Festival (OBF) July 26-29 and Florida's Key West Brewfest August 30-September 3.

Specs:

Bitterness: 21 IBU
ABV: 4.4%
OG: 10.3 P
Malts: Pale (Premium 2-row), Honey
Hops: Galaxy and Citra

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.

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