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## KONA BREWING COMPANY INTRODUCES HANAIEI ISLAND IPA TO THE U.S. MAINLAND

*California receives first taste of new tropical fruit-forward brew featuring Passionfruit, Orange and Guava – POG*



**Los Angeles, Calif. (December 6, 2016)** – After launching exclusively in Hawaii in August 2016, Kona Brewing Company is proud to distribute its newest beer, Hanalei Island IPA, to the U.S. mainland starting today in California.

Hanalei Island IPA was created in honor of the lush Hawaiian Island of Kauai, also known as the Garden Isle, and Hawaii’s beloved classic drink POG, a blend of passionfruit, orange and guava juices. POG is the central flavor profile of this distinct island brew.

This easy-drinking island-inspired IPA is Kona Brewing Company’s homage to Kauai, “the most beautiful place on earth,” according to Sandi Shriver, head of Kona Brewing Company’s brewery operations. Passionfruit, orange and guava balance the subtle bitterness of aromatic Azacca and Galaxy hops to deliver a coppery laidback, session-style ale bright with tropical flavors and just 4.5 percent alcohol by volume (ABV).

Continues Shriver, “POG was the first drink I encountered when I moved to Hawaii – it was something I had never encountered on the mainland. I remember being struck by the aroma of the passionfruit, orange and guava and how beautifully it came together - it was like smelling Hawaii in a glass.

“At Kona Brewing Company, we wanted to develop a beer that incorporated these fruits that grown on the Hawaiian Islands to distinctively represent Hawaii, so POG was a natural progression. We started developing the recipe in mid 2015, and we officially launched it in Hawaii in August 2016.

“We’ve had phenomenal feedback from our customers so far and that has been our biggest drive. The beer’s drinkability is attributed to its soft bitterness, lower ABV, and balanced POG aroma and flavor that is present but not overpowering.

“We’re so excited to share it with the mainland, starting in California, and know it will appeal to those new to beer as well as the more seasoned connoisseurs. Where else can you get a taste of the island embodied in a beer this perfectly?”

Hanalei Island IPA is named after the historic town of Hanalei and world-famous Hanalei Bay, a magnificent crescent shaped bay tucked against lush green mountains streaked with waterfalls. Hanalei Island IPA is the perfect beer to enjoy in California’s warm coastal climate, and to accompany casual Californian fare such as seafood, tacos, pizza or pasta dishes.

Hanalei Island IPA will be available in six-packs at select retailers in California ahead of its wider U.S. mainland distribution in early 2017. It will also be available on draft at select California locations in late December.

For a list of where to purchase Hanalei Island IPA, please visit <http://konabrewingco.com/find-beer/>.

**Kona Brewing Company Hanalei Island IPA:**

- Original Extract: 11.0°P
- Apparent Extract: 2.0°P
- Alcohol by volume: 4.5%
- IBU: 40
- Color: 7°L
- Malt: Pale 2 Row, C-120
- Hops: Millennium, Azacca, Galaxy
- Adjuncts: Passionfruit juice, orange juice, guava concentrate (POG)

For more information, visit [KonaBrewingCo.com](http://KonaBrewingCo.com)

## **About Kona Brewing Company**

Kona Brewing Company was started in Kailua-Kona on the Island of Hawaii 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. Today, Kona is Hawaii's largest and favorite craft brewery, known for top-selling flagship beers Longboard Island Lager and Big Wave Golden Ale and award-winning innovative small-batch beers available across the Islands. The Hawaii born and Hawaii-based craft brewery 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 packaging materials.

Kona Brewing Company has become one of the top craft beer brands in the world, while remaining steadfastly committed to its home market through a strong focus on innovation, sustainability and community outreach. For more information call 808-334-BREW or visit [www.KonaBrewingCo.com](http://www.KonaBrewingCo.com). Be social via Facebook, Twitter and Instagram @KonaBrewingCo

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