



NEWS RELEASE

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DUST BOWL BREWING COMPANY ANNOUNCES OKLA*homecoming* California Craft Brewery to Begin Distribution in Oklahoma, Home to Brand Roots

June 11, 2018, Turlock, Calif...Dust Bowl Brewing Co. announces expanded distribution to Oklahoma, the birthplace of its brand roots. The Northern California craft brewer has partnered with Republic National Distributing Company (RNDC) based in Oklahoma City, OK. The new wholesaler launch, cleverly dubbed *OKLAhomecoming*, will roll out Dust Bowl Brewing Co.'s core brand line-up, featuring the most iconic, Hops of Wrath IPA, along with California Line Vanilla Blonde Ale, Therapist Imperial IPA, Taco Truck Lager and Taco Truck Amber.

Distribution will take place from RNDC's state-of-the-art, 406,000 sq. ft. automated distribution center in centrally-located Oklahoma City, enabling convenient and efficient service to its customers across all 77 counties in Oklahoma.

"Since our inception almost 10 years ago, we've had our eye on Oklahoma," remarks Brett Tate, Founder/Owner, Dust Bowl Brewing Co. "It makes good sense on a variety of levels. There's opportunity, there's room for growth. RNDC is looking to enhance their craft beer portfolio and the Dust Bowl brand is just a natural fit. We make great beer and expect our brand story to resonate with Oklahoma beer drinkers."

The *OKLAhomecoming* Campaign will encompass marketing materials and messaging anchored in the brand roots. Dust Bowl Brewing Co. will host launch parties and on-premise events in Oklahoma City and Tulsa, the two biggest markets in Oklahoma, June 11-14. Point-of-Sale materials, such as posters, table tents and end cap displays, will be tailored to the Oklahoma market with unique graphics and Dust Bowl-centric messaging.

Beyond the initial launch, Dust Bowl Brewing Co. foresees another opportunity for growth in October when Oklahoma's alcohol laws and regulations (SQ 792) allow consumers the ability to purchase full strength beer and wine at grocery stores and convenience stores, as well as refrigerated beer in traditional liquor stores. While Therapist Imperial IPA can only be sold in Oklahoma liquor stores due to its high ABV of 10.4%, the balance of the portfolio stays within the 8.99% limit placed on beer for grocery stores and convenience stores. (Prior to SQ 792, beer sold at these respective stores had to be 3.2 ABV or less.) The historic law change will also shift alcohol sales from a four-tier system to a three-tier system — a move that will expand RNDC's retail customer base by 3,695 accounts.

“We’re excited to partner with Dust Bowl Brewing Co. as we look to expand our craft beer portfolio,” comments Michael Kesler, Vice President Falcon Division - Oklahoma, RNDC. “In talking to the team at Dust Bowl Brewing, we share the same passion to bring quality products and exceptional service to our customers. While Dust Bowl is relatively new to the industry, their values go back generations just like ours. We are both deeply rooted in the same core values. I believe Oklahoma beer fans are going to enjoy the beer as much as they’re going to embrace the branding. The timing is also ideal. We can get their products in the current system and then be poised for the October change when we can actively pursue so many more placements. It’s just a great fit.”

In addition to Oklahoma, Dust Bowl Brewing Co. beers may be found throughout Central and Northern California, including the San Francisco Bay Area, the Central Coast to San Luis Obispo County and in the state of Nevada. The company is looking to expand distribution to Southern California and out of state.

The spirit of Dust Bowl Brewing Co. was born decades ago when the Tate family loaded their Model A and left Oklahoma for a journey that would prove fruitful for generations to come. Determined to thrive, Grandpa Tate became a real-life hobo, riding the rails in pursuit of work and a few dollars to feed his family. Ultimately, the Tates survived and settled in California, where they raised their children to appreciate hard work, love for family, a hearty sense of humor, and a craving for new frontiers. It’s this upbringing that led to Brett Tate’s inspiration to start a craft brewery.

Dust Bowl Brewing Co. produced its first beer in May 2009. The company is owned by Brett and Karen Tate and Brett and Camy Honoré, who became the Tate’s business partners in 2011. The company built and moved its production to a 30,000 sq. ft. brewery and taproom, located in Turlock, California, in June 2016. Dust Bowl Brewing Company beers are available in 5 and 15.5 gallon kegs along with selected styles in 22 oz., 12 oz. bottles and cans. Distribution includes Central and Northern California, California Central Coast, Nevada and Oklahoma. The craft brewery showcases a wide variety of its beers at its two Turlock, California taproom locations, the Brewery Taproom and the Downtown Taproom. More information may be found at www.dustbowlbrewing.com.

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