

# Dust Bowl coming to Oklahoma

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TURLLOCK, Calif. — A brewer with Oklahoma ties is bringing his products to the state, continuing the influx of alcohol brought about by looming liquor law changes.

Dust Bowl Brewing Co. is coming to Oklahoma after being picked up by Republic National Distributing Co. RNDNC partnered with Central Liquor Co., which is owned and operated by third-generation partners Brad, Greg, and Justin Naifeh.

Dust Bowl Brewing Co. started in 2009. Founder and owner Brett Tate said it was a long-term goal to bring the beer to the state. His father was from Chickasha and was 8 years old when he moved to California. Tate said he's a Californian raised by Oklahomans.

"It was a great way to grow up," he said. He said the brewery's name was picked so he could tell the story of his migrant family. The name resonates in California, where people settled and made a living doing what they knew how to do.

Coming back to Oklahoma is exciting, he said.

"We just hope to resonate with the consumer in Oklahoma and give them another choice," he said.

RNDNC picked up the brand about two months ago. The brewery reached out to RNDNC with the goal of coming to the Sooner State. The first meeting went well, and the relationship continued until a contract was signed.

Dust Bowl Brewing Co. will be in Oklahoma starting June 11 with events nightly in Tulsa and Oklahoma City. There will be events held June 11-14, including a pint night at the bowling alley that shares its name with the brewery, Dust Bowl, 421 NW 10th St.

The brewery is bringing Hops of Wrath IPA, California Line Vanilla Pale Ale, Therapist Imperial IPA, Taco Truck Lager, and Taco Truck Amber.

Tate said the top sellers are Hops of Wrath, Taco Truck Lager, and the Therapist, which has a 12-percent alcohol content by weight.

"It's the best therapist you'll ever need," Tate said.

The company will enter the market with bottles and draft beer, and expand into cans in 2019. The beer is being shipped cold, though it won't be sold cold until Oct. 1. That keeps it from getting too hot on the road.

He said the availability of cold-beer sales and new points of distribution at grocery and convenience stores was an attractive reason to come into Oklahoma.

Dust Bowl isn't the only alcohol seller that's caught wind of the new laws. Modernize Oklahoma Executive Director Alex Weintz said hundreds of new beer, liquor, and wine brands have already made their way into the state.

"If you talk to Oklahoma's distributors, they've added jobs and dramatically increased their investments in capital facilities," he said. "The message (the laws changing) has sent to the industry has been so positive, and the



Above, founder and owner Brett Tate and owner Brett Honoré of Dust Bowl Brewing Co. Below, the brewery's Hops of Wrath IPA in a display case. COURTESY PHOTOS

expectation has been so positive. It's already had a positive net impact for consumers."

At Oak and Ore, founder and owner Micah Andrews said he's seen an increase in breweries wanting to get on his taps, though his loyalty will always be to local brewers.

When he first opened his restaurant, which features more than 30 beer taps, he was concerned about keeping different beers in all the taps and being able to rotate them. That's not an issue now, but he thinks the next challenge will be liquor store shelf space.

He said it will take a good brand story to squeeze in an already-packed area. But the Dust Bowl name does have a play in Oklahoma.

