

Beer from Dust Bowl blows in from California

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A California brewery named for its Oklahoma roots is making a homecoming.

Dust Bowl Brewing Co., based in Turlock, California, is beginning distribution within Oklahoma. The 9-year-old company currently distributes in California and Nevada, but has desired to branch out to Oklahoma and will do so through the help of Oklahoma City's Republic National Distributing Co.

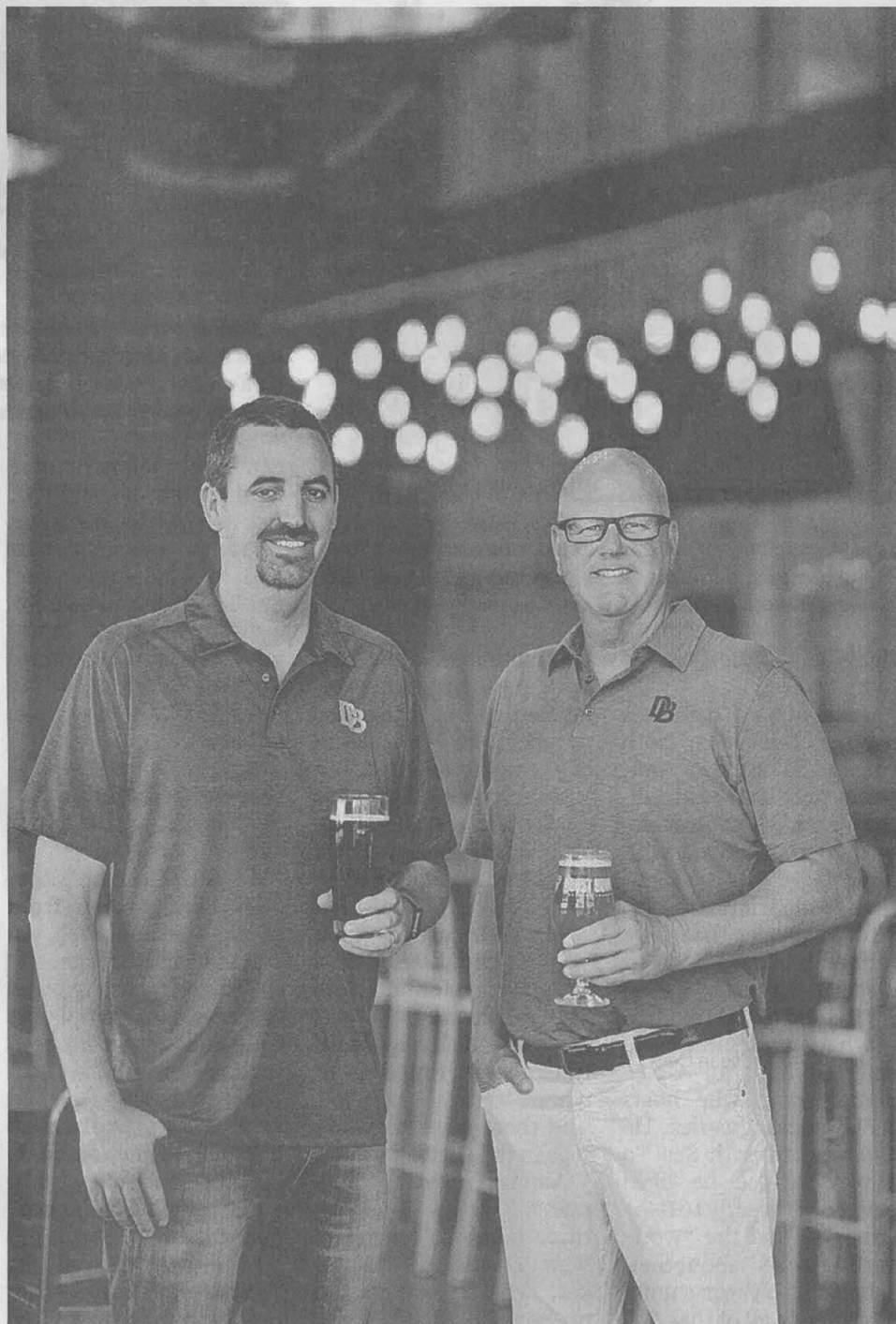
"It makes good sense on a variety of levels," Founder and co-owner Brett Tate said. "There's opportunity, there's room for growth. RNDC (Republic National Distributing Co.) is looking to enhance their craft-beer portfolio and the Dust Bowl brand is just a natural fit. We make great beer and expect our brand story to resonate with Oklahoma beer drinkers."

Tate named the company in honor of his father's family, who moved from Chickasha in 1935 and settled in California in 1936.

Entering the Oklahoma market and expanding beyond the California and Nevada markets has long been a goal for Tate.

"We kind of felt like this was the first place we needed to come," Tate said.

Tate, along with fellow co-owner Brett Honore said the changing liquor laws in Oklahoma helped the decision to bring their products to the state. After Oct. 1, grocery stores and convenience



Dust Bowl Brewing Co. owners Brett Honore, left, and Brett Tate hold beers in this submitted photo. The California company is beginning to sell its products in Oklahoma.

[PHOTO PROVIDED]

stores will be able to sell beer with a higher alcohol by volume content than the traditional 3.2 percent.

"We wanted to be one of the first ones to come in craft-wise," Tate said.

Tate says he is also excited to be a part of the continued Oklahoma growth. Despite his family ties to Oklahoma, he visited the state for the first time recently, and the state took him by surprise.

"I am really excited about the crafty nature of Oklahoma," Tate said. "Food, beverage, entertainment and just even the feel, the culture. I never expected that."