



NEWS RELEASE

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DUST BOWL BREWING COMPANY CELEBRATES TEN YEAR ANNIVERSARY **Milestone Recognized with Events and Specialty Releases**

April 29, 2019, Turlock, California...When Founder Brett Tate and Brewmaster Don Oliver brewed Dust Bowl Brewing Company's first beer on Mother's Day of 2009, little did the duo know where the journey would take the craft brewery. Located in the rural Central Valley community of Turlock, California, Dust Bowl Brewing Co. got off to a great start experiencing exponential growth in the midst of the economic downturn that was impacting the nation at the time. It was this pioneering spirit that gave birth to the brand as well as the success of the company. In 2010, Brett Honore, joined in business partnership with Tate. Together they have strategically built a craft beer brand in a state that has over 980 breweries, more than any other state across the country.

Here's a look at some of the key accomplishments over the past 10 years:

2009

- Don Oliver, Brewmaster (and winner of the prestigious Sam Adams Longshot Home Brew Competition in 2006), brews Dust Bowl's flagship IPA, Hops of Wrath, off the company's initial 10 bbl system located in an industrial condo space
- Begin self-distribution of draft only
- Produce a whopping 125 barrels in first year (and it was exciting!)

2010

- Hops of Wrath packaged in 22 oz. bottles.
- Sign with first distributor, Delta Sierra Beverage, based in Modesto, California
- Begin self-distribution to Fresno and East Bay
- Sales growth of 300%, produce 500 barrels
- First brewery expansion

2011

- Open Downtown Taproom in Turlock, California to establish craft beer culture in the area
- Serve over 100,000 customers in first year
- Sales growth of 85%, produce 920 barrels

2012

- Sign with Mussetter Distributing to service Sacramento region
- Introduce Hops of Wrath in 12oz./6 pack bottles, first 6 pack for Dust Bowl
- Sales growth of 55%, produce 1,700 barrels operating at full capacity

... more ...

2013

- Double production capacity with five new tanks
- Brew 24 hrs/day to meet demand
- Sales team and brewery staff grow to eight
- Son of Wrath, Therapist, Black Blizzard and The Great Impression packaged in 22oz. bottles
- Sales growth of 98%, produce 2700 barrels
- Purchase land for new brewery

2014

- Super Tramp released in 22oz. bottles
- Sign with Morris Distributing servicing the North Bay Area

2015

- Honored by National Beer Wholesalers Association as “Brewer Partner of the Year” for Marketing Innovation
- Sign with Bay Area Distributing to service San Francisco and East Bay Area
- Break ground on new brewery and taproom in Turlock, California

2016

- Begin distribution to Nevada with Barone Distributing, first out-of-state wholesaler
- Begin brewing at the new brewery (June)
- Open Brewery Taproom (July) featuring two 20 tap towers, indoor and patio dining, Beer Garden, outdoor games, and more
- Introduce Taco Truck Lager and Taco Truck Amber in 12oz./6 pack bottles

2017

- Hit 10,000 barrels in annual sales
- Receive Gold Medal at the prestigious Great American Beer Festival for Public Enemy Baltic-Style Porter

2018

- Expand distribution to Oklahoma with Republic National Distributing Company
- Introduce company’s first 12oz./6 pack cans, Taco Truck Lager
- Sign agreement with City of Monterey to open third Dust Bowl Brewing taproom

2019

- Introduce refreshed branding
- Add five new core styles in cans, including two new styles – Lo-Cal Lager and Dirty ‘30s Pale Ale
- Brew 157 recipes in the first 10 years
- Produce over 12,000 barrels; project 15,000+ by 2020
- Purchase canning line
- Begin distribution in Southern California with Guardian Distributors - LA
- Support over 200 local organizations with donations of beer and gift cards
- Provide careers to 170 employees
- Open third taproom in Monterey, California (expected June 2019)
- Serve over 1.6 million patrons in the Turlock taprooms in first 10 years

... more ...

In honor of the anniversary, Brewmaster, Don Oliver, brewed two specialty releases: BIG IPA offered in a 16oz. can and a Barrel Aged Blend packaged in a 22oz. wax-dipped bottle. The anniversary beers will be released at the Anniversary Bash on May 4th and only sold in the company's two Turlock taprooms and through local distribution.

Founder, Brett Tate, reflects, "When we look back on the first ten years, it's hard to believe the growth. We're really proud of the brand we've developed and the positive impact we've had within the community. We're a large employer, we've supported countless local organizations, and infused the Central Valley with beer culture. It's a challenging industry today, yet we continue to grow and expand our brand into new regions. We're excited for the future, especially our first satellite taproom in Monterey, California, slated to open this June."

Craft beer fans near and far are invited to join Dust Bowl Brewing Company in celebrating the 10 year milestone at the following events:

Ten Year Anniversary Festivities

May 4th – Anniversary Bash

5:00 pm – 10:00 pm

Brewery Taproom Outdoor Beer Garden, 3000 Fulkerth, Turlock

Live music by Blue Line Band starting at 6:00 pm

Outdoor BBQ and three beer booths open

Open to the public, no reservations required

May 10th – Official 10 Year Anniversary

Celebrating all day at both taproom locations

Brewery Taproom, 3000 Fulkerth and Downtown Taproom, 200 Main, Turlock

\$5 pints of flagship IPA, Hops of Wrath

10% off merch purchase (excludes beer)

Free brewery tours @ 1:00, 2:30, 4:00, 5:30 first come, first served

May 13th – Anniversary Beer Dinner

5:30 doors open, 6:00 dinner begins

\$75 per guest, purchase tickets @ dustbowlbrewing.eventbrite.com

Includes choice of new can beer upon arrival, 5 course beer and food pairing by brewmaster and taproom chefs and commemorative 10th Anniversary pint glass

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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 Co. beers are available in 5.2 and 15.5 gallon kegs along with selected styles in 22 oz. and 12 oz. bottles and 16 oz. and 12 oz. cans. Distribution includes Central and Northern California, parts of Southern California, 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. A third taproom in Monterey, California is slated to open in 2019. More information may be found at www.dustbowlbrewing.com.