



NEWS RELEASE

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DUST BOWL BREWING CO. INTRODUCES PEACE, LOVE & HAZE
Northern California Brewery Adds Hazy IPA to Year-Round Portfolio
Launch Party Planned for March 28th

February 27, 2020, Turlock, CA...Dust Bowl Brewing Co. expands its year-round portfolio with the introduction of Peace, Love & Haze. The new Hazy IPA was first released in draft-only in December with the planned launch of 6-pack/12oz. cans in February. The move to a year-round hazy follows a variety of specialty hazy releases over the past two years.

“The growth in hazy beer has been remarkable,” shares Don Oliver, Brewmaster. “We are proud to offer a Hazy IPA that uses a unique mix of hops to provide the juiciness and fruit flavors that hazy fans appreciate.”

Peace, Love & Haze is a tropical delight crafted with Cashmere, Idaho Gem and Mosaic hops resulting in flavors of pineapple, guava and orange. The flavorful hazy offers consumers a smooth 6.3% ABV and 28 IBU.

“Peace, Love & Haze experienced a tremendous response during the initial on-premise draft launch,” remarks Marc Jalbert, Director of Sales and Marketing. “We’re excited to expand our year-round portfolio and answer the growing consumer demand for well-balanced, fresh Hazy IPAs.”

Comprehensive marketing materials have been developed to support Peace, Love & Haze. Featured items include wholesaler fleet wraps, customized display racks, posters, tent cards, glassware, tin tackers, various giveaways, staff uniforms and in-house taproom signage.

Peace, Love & Haze is available throughout California and Nevada, and at all Dust Bowl Brewing Co. taprooms in Turlock and Monterey, California. Dust Bowl Brewing Co. continues to focus on growth through new beer introductions, expanded distribution and additional satellite taprooms.

To commemorate the new beer, Dust Bowl Brewing Co. is having a Peace, Love & Haze Launch Party on March 28th at the Brewery Taproom Beer Garden, 3000 Fulkerth Road, Turlock, from 5:00 pm to 10:00 pm. The DJ kicks off at 6:00 pm with 70s dance party music, a free “koozie” will be given to the first 100 Peace, Love & Haze 12 oz. can purchases, costumes encouraged, and the outdoor BBQ will be open.

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 2010. 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 19.2 oz., 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, and in Monterey, California at its Tap Depot. More information may be found at www.dustbowlbrewing.com.

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