



NEWS RELEASE

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DUST BOWL BREWING CO. ANNOUNCES CLOSURE OF DOWNTOWN TURLOCK TAPROOM **Local Brewery to Concentrate on One Central Hometown Location**

June 22, 2020, Turlock, Calif...Dust Bowl Brewing Co. announces the permanent closure of the Downtown Taproom following a temporary closure that went into effect in March due to State-mandated Covid-19 regulations placed on brew pubs.

“Sometimes in business you are forced to make hard decisions, and the decision to close our original taproom is certainly one of them,” shares Brett Tate, founder/owner of Dust Bowl Brewing Co. “The ramifications of Covid really made us reevaluate our entire business model. The restrictions placed on reopening such a small space as well as being up for a new lease at increased rates helped determine the decision for us. We are still navigating the impact of the recent closures and limitations placed on our taprooms and distribution channels. Although we, along with many locals, will miss our downtown location, we believe we can better serve our business needs and our community of craft beer fans by focusing on one location in our hometown. We will always be grateful for the Downtown Taproom and our loyal downtown customers. It was a true catalyst to our business and helped to establish craft beer culture in the Central Valley.”

Located at 200 Main Street, on the corner of Center Street in Turlock, the Downtown Taproom opened on August 1, 2011. At the time, Dust Bowl Brewing Co. led the resurgence of the Main Street corridor, which had been hard hit by the economic downturn in the mid-2000s. Dust Bowl opened a new brewery and second taproom, known as the Brewery Taproom, at its headquarters on Fulkerth Road, just off of Highway 99, in July 2016.

The company recently reopened the Brewery Taproom on Fulkerth under the new State and local health department guidelines. During the closure, Dust Bowl Brewing Co. made significant investments in the Beer Garden, installing 20 tap lines to service the outdoor guests. The company purchased a food trailer, which will create a separate “restaurant” for the Beer Garden. Large trees were planted throughout the open acreage to create more usable space for guests. Additional seating and layout changes complement the outdoor space, with more plans in the works.

“We’re trying to see the silver lining in all the recent challenges,” comments Brett Honoré, owner. “We were able to rethink our business and take the time to invest in making the experience at our primary location even better. Most of our staff from the downtown location are working at the Brewery Taproom, including our chefs. We’ve brought over some of the “downtown favorites” from the menu, so you’ll see a nice combination of dining options. Having all overhead and resources – staff, supplies, ingredients and beer – in one central location helps us be more efficient and ensures our long-term viability. Plus, our Fulkerth property really provides a great opportunity for us to evolve as a craft beer destination for locals and beer fans alike. We have the perfect location to increase beer tourism, which is an essential part of building our brand and it’s great for the local economy as well.”

Dust Bowl Brewing Co. opened another taproom, known as the Tap Depot, in Monterey, California last summer. Like the Brewery Taproom, the Tap Depot served its local community with to-go beer during the shelter-in-place business restrictions. The Monterey location reopened two weeks ago.

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The Brewery Taproom is now open with social distancing and elevated sanitation practices. Reservations are recommended and can be made online at www.dustbowlbrewing.com. The Beer Garden is open to accommodate walk in guests. The maximum group size is currently eight guests for taproom seating and the Beer Garden. A new online ordering system was developed, so customers can order packaged beer, growlers, Crowlers, food and retail items, like tees and pint glasses, to-go in a convenient and touchless manner.

New Brewery Taproom Hours:

Monday – Thursday, 4:00pm – 9:00pm
Friday – Saturday, 11:00am – 10:00pm
Sunday, 11:00am – 9:00pm

“Music Thursdays” kicks off this week, June 25, from 6:30pm – 9:30pm in the outdoor Beer Garden featuring local artist, Téa Overstreet. “Music Thursdays” feature a variety of musicians every Thursday evening through September.

Dust Bowl Brewing Co. currently produces 10 year-round and 22 specialty packaged beers along with a wide variety of draft-only styles. Wholesale distribution has grown steadily for the local craft brewer, which now has its brand sold throughout California, Nevada, Oklahoma, Texas and Pennsylvania.

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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 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, Oklahoma, Pennsylvania and Texas. The craft brewery showcases a wide variety of beers at its Brewery Taproom in Turlock and Tap Depot in Monterey. More information may be found at www.dustbowlbrewing.com.