



NEWS RELEASE

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DUST BOWL BREWING CO. TO RELEASE ELDER ALE COLLABORATION BREW FEATURING A COLLECTIVE OF COASTAL SOURCES

Monterey Tap Depot Release Event to Feature Tasting, Book Signing and Art Show

October 9, 2019, Turlock, CA...Dust Bowl Brewing Co. announces a creative collaboration spawned from its new taproom in Monterey, California. Known to be social among the guests, Dust Bowl Brewing Co. founder, Brett Tate, happened upon budding author and forager, Shane Peterson, one late summer afternoon at the new Monterey location. It wasn't long before the idea for a collaboration brew was born.

Peterson has a passion for Elderflower, so it was only natural that this became a key component of the brew. He's also a master fermenter, hence the idea of teaming with a brewery was seamless.

"When I met Shane, I was immediately taken by his passion for his craft," shares Brett Tate. "We had never brewed with Elderflower or partnered with anyone outside of the brewing community, so I thought it would be a great way to show our creativity while celebrating new connections to the Monterey area."

The collaboration quickly grew to include a variety of resources. The Elderflower was sourced from Mountain Rose Herbs based in Eugene, OR, while the honey came from Buzzin' Apiaries from Gustine, CA. The label is a showpiece on its own, featuring the custom art from Santa Cruz-based illustrator, McKella Jo and designed by Blindtiger Design, Dust Bowl's firm based in Seattle, WA.

Packaged in draft and 16 oz. cans, Elder Ale will only be available in limited quantities at Dust Bowl Brewing Co. taprooms in Turlock and Monterey, California.

ELDER ALE RELEASE EVENT DETAILS

Date: October 15, 2019

Location: Dust Bowl Brewing Co, Tap Depot, 290 Figueroa St., Monterey in the inside lounge area

Time: 5:00 – 7:00 pm

Schedule: Beginning at 5:30, the creators of Elder Ale, Don Oliver, Dust Bowl Brewing Co. Brewmaster, and Shane Peterson, co-author of *The Farmhouse Culture Guide to Fermenting*, will offer their insights on how the beer came together, the brewing process, and how the Elderflower relates to the beer, the brand and the region. Tastings of Elder Ale will be offered, while draft and pint cans will be available for purchase for the first time. Peterson will be available for book signings and Artist McKella Jo will also be present showcasing an array of her artwork.

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*About the author: Shane Peterson, co-author of *The Farmhouse Culture Guide to Fermenting*, is a master fermenter, product developer, and best-selling cookbook author with over 10 years of experience in the fermented food and beverage industry. His first book *Fermenting* (2015) was a best-seller in Denmark, and eventually was published throughout Scandinavia. As head Fermentologist for Farmhouse Culture he co-created many award winning product lines. Shane is a passionate advocate for the rewilding of the human microbiome and the human spirit through the craft of fermentation. An ardent lover of nature, he spends much of his time hiking and foraging the trails of the Northern California. Shane consults for fermented food companies and leads fermentation workshops both in the U.S. and abroad. Find him on Instagram @aliveandcultured.*

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.