



## NEWS RELEASE

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### **DUST BOWL BREWING CO. ANNOUNCES PARTNERSHIP WITH COAST BEVERAGE** **Southern California Distribution Expands**

March 8, 2021, Turlock, CA...Dust Bowl Brewing Co. expands its Southern California distribution with the addition of Coast Beverage to its wholesaler network. Based in San Diego, Coast Beverage will service San Diego and Imperial Counties, and parts of Riverside County. The distributor specializes in craft beers, FMBs, non-alcoholic beverages and snack foods.

Coast Beverage will focus on Dust Bowl's year-round leaders, including Therapist Imperial IPA, Confused Therapist Hazy Imperial IPA, Peace, Love & Haze Hazy IPA, Hops of Wrath IPA, Tomorrow's Clear West Coast IPA, Taco Truck Lager and some occasional limited releases. Consumers can expect to see Dust Bowl on shelves in the new territory in April.

"We're excited to expand our footprint of distribution in Southern California, especially in a region known for its huge craft beer fan base," comments Marc Jalbert, Director of Sales and Marketing, Dust Bowl Brewing Co. "The addition of Coast Beverage essentially fills out California for us, which has been a goal for Dust Bowl. As the state opens back up, the timing could not be more ideal. We're eager to work with Coast Beverage who has a proven track record of building independent craft brands in new markets."

"As we looked to expand our craft beer portfolio in a very competitive market, we were careful to choose a brand that captured our same passion for quality and customer service," shares Alex Michail, General Manager, Coast Beverage. "Dust Bowl Brewing Co. has a great story behind the brand and its packaging. We're confident on- and off-premise customers will embrace the opportunity to add Dust Bowl to their portfolios. It's a fun brand with a lot of traction."

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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 California, Nevada, Oklahoma, Pennsylvania and Texas. Dust Bowl Brewing Co. achieved Regional Brewery status in 2020 with an annual production of over 16,000 barrels. The craft brewery showcases a wide variety of its beers at its two taprooms, the Brewery Taproom located in Turlock, California and the Tap Depot in Monterey, California. More information may be found at [www.dustbowlbrewing.com](http://www.dustbowlbrewing.com).*