



NEWS RELEASE

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DUST BOWL BREWING CO. INTRODUCES HOPS DOUBLE IPA **Year-Round Portfolio Continues to Grow for Northern California Craft Brewer**

September 1, 2021...Dust Bowl Brewing Co. released Hops Double IPA, its latest addition to the year-round portfolio. The new beer hit retailers in August and comes in 6 pack/12oz cans and draft. The introduction fills in the Double IPA segment for the brewery.

"It's about time we released a Double IPA in the 12-ounce format," shared Don Oliver, long-time Brewmaster for Dust Bowl Brewing Co. "The 8.3% ABV is approachable and doesn't get in the way of the hop character. The bitterness is well-balanced and it's as easy to drink as our standard strength IPAs."

Beer fans can easily spot this new intro on the shelves thanks to the vibrant purple, orange, yellow and green packaging featuring hop vines and oversized hop cones oozing juice atop old-fashioned wheelbarrows, a nod to the company's 1930s roots.

Dust Bowl Brewing Co. now offers 14 year-round beers coupled with a steady line-up of packaged specialty brews. The company recently invested in a new KHS canning line and packaging automation, which enabled increased production efficiencies and the ability to meet growing demand. Dust Bowl beers are distributed throughout California, its home state, as well as Nevada, Oklahoma, Texas, Pennsylvania, Vermont and soon in Arizona.

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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, Texas and Arizona. Dust Bowl Brewing Co. achieved Regional Brewer status in 2020 with an annual production of over 16,500 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. A third taproom is slated to open in Elk Grove, CA in the last quarter of 2021. More information may be found at www.dustbowlbrewing.com.

