



## NEWS RELEASE

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### **DUST BOWL BREWING CO. INTRODUCES KASH CROP WATERMELON ALE** **Brewery Pays Homage to its Hometown Turlock, the Once Self-Proclaimed** **Watermelon Capital of the World**

July 12, 2022, Turlock, California...Dust Bowl Brewing Co. announces the release of Kash Crop Watermelon Ale, a summertime thirst quencher. Just in time for warmer weather, Kash Crop Watermelon comes in at an easy-drinking 4.5% ABV and 10 IBUs. It's the brewery's third Kash Crop release, following Orange Mango and Raspberry.

"Our hometown of Turlock was once a large watermelon growing region, and we still produce a fair amount," comments Don Oliver, Brewmaster. "It made perfect sense for us to pair the refreshing watermelon flavor with a crisp blonde ale to quench our thirst during the Central Valley heat."

Like most beers by Dust Bowl, the label tells a great story sprinkled with a little folklore. "When we decided on the watermelon profile, I immediately remembered some local archives I had come across when I was researching our original brand, which obviously dates back to the dust bowl era," shares Brett Tate, Founder/Owner. "Back in the '30s, Turlock was the self-proclaimed watermelon capital of the world. They celebrated with a summertime parade, banners over Main Street and even a watermelon queen. We took some of these elements and included them on the label. I love staying true to my family's roots, where I came from and the stories that have helped build the Dust Bowl brand. And, let's not forget about the beer...it's a great addition to anyone's summer line-up!"

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Kash Crop Watermelon Introduction

Kash Crop Watermelon is available now in 12oz cans / six-packs, 19.2oz cans, and draft / 5.2 and 15.5 gallon kegs. The new product joins a robust portfolio of beers, including 15 year-rounds and a steady stream of specialty releases. Dust Bowl products are distributed throughout California, its home state, as well as Nevada, Oklahoma, Texas, Pennsylvania, Vermont and Arizona. The brewery also operates three taprooms in California, including its flagship taproom next to the brewery in Turlock, the Tap Depot in the popular destination of Monterey and its latest location, the Old Town Tap House in Elk Grove, just south of Sacramento.

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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, Arizona, Nevada, Oklahoma, Pennsylvania, Texas and Vermont. Dust Bowl Brewing Co. achieved Regional Brewer status in 2020 with an annual production of over 16,500 barrels and produced over 21,000 barrels in 2021. The craft brewery showcases a wide variety of its beers at its three California taprooms, the Brewery Taproom located in Turlock, the Tap Depot in Monterey and the Old Town Tap House in Elk Grove. More information may be found at [www.dustbowlbrewing.com](http://www.dustbowlbrewing.com).*