



NEWS RELEASE

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MIKE PEASLEY JOINS DUST BOWL BREWING CO. AS GREATER BAY AREA MARKET MANAGER

October 24, 2022, Turlock, California...Dust Bowl Brewing Co. is pleased to welcome Mike Peasley to the sales team as the Greater Bay Area Market Manager.

In this role, Peasley will be responsible for developing the territory encompassing the San Francisco Bay Area and Monterey / Santa Cruz. Key objectives include facilitating beer sales, support of distributor partners, building relationships with retail customers both on- and off-premise and promoting the Dust Bowl brand at various events throughout the year. Prior to joining Dust Bowl Brewing Co., Peasley served as Director of Sales & Distribution for High Water Brewing out of Lodi, California, where he worked for the past eight years.

"We're excited to have Mike join the Dust Bowl team," shares Marc Jalbert, Director of Marketing & Sales. "He brings a wealth of experience and knowledge to the position. Mike's long-standing industry relationships and Bay Area insights will add immediate value and be a catalyst to our continued growth."

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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. In 2022, Dust Bowl Brewing Co. was named "Brewery of the Year" by the prestigious California State Fair Commercial Craft Beer Competition. 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.