



NEWS RELEASE

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DUST BOWL BREWING CO. LAUNCHES MOUTHFUL OF MIRACLES COLD IPA **Joins Craft Industry in IPA Evolution**

May 8, 2023, Turlock, California...Dust Bowl Brewing Company introduces Mouthful of Miracles Cold IPA in year-round, 6 pack format as well as draft. The latest extension of the company's IPA line-up features 6.6% ABV and 50 IBUs. The launch comes at a time when the craft industry continues to innovate and be creative with brewing techniques to give consumers interesting takes on the IPA, the largest craft-style category.

Typical of the Cold IPA brewing process, Mouthful of Miracles was brewed with lager yeast fermented at a temperature at the low end of where you would normally ferment an IPA. The result is a generously hopped India Pale Ale with big hop aroma balanced by an easy-drinking, crisp finish. As common with new beer development at Dust Bowl, its taprooms have served as the testing platform for recipe development.

"Running the test batches for Mouthful of Miracles has been fantastic," comments Brewmaster, Don Oliver. "We wanted to nail the Cold IPA style and I think we succeeded with a beer that has great hop presence in the aroma and flavor, as well as spectacular drinkability."

Built to showcase hops, this golden colored IPA features notes of pine, citrus and passionfruit with moderate bitterness and a clean, dry finish. Mouthful of Miracles Cold IPA hits store shelves in May, just in time for summer thirst-quenching beers. Dust Bowl Brewing Co. beers are sold primarily throughout California, Arizona, and Northern Nevada. Craft beer fans can also enjoy Dust Bowl's full line-up of packaged beers to-go and an extensive draft line-up at Dust Bowl's California taprooms located in Turlock, Monterey, Elk Grove and coming this summer, Livermore.

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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 Brewerstatus in 2020 with an annual production of over 16,500 barrels and produced over 21,000 in 2021. In 2022, Dust Bowl Brewing Co. was named "Brewery of the Year" by the highly regarded California State Fair Commercial Craft Beer Competition. The craft brewery showcases a wide variety of its beers and seltzers at its taprooms: the Brewery Taproom located in Turlock, California, the Tap Depot in Monterey, California, the Old Town Tap House in Elk Grove, California and soon to be in Livermore, California. More information may be found at dustbowlbrewing.com.