



NEWS RELEASE

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DUST BOWL BREWING CO. HIRES KEVIN RIDDIOUGH AS DIRECTOR OF NATIONAL ACCOUNTS

July 5, 2023, Turlock, California...Dust Bowl Brewing Co. hires Kevin Riddiough as the Director of National Accounts. In this newly created position, Kevin will manage national and regional chain business in California, Nevada, Arizona, Texas and Oklahoma. Kevin will work closely with the sales and marketing team, and Dust Bowl's network of wholesalers to further develop the Northern California brewery's chain business.

Kevin brings over 25 years of experience in the beer business to Dust Bowl Brewing Co. Kevin most recently worked at Firestone Walker for four years as a National Account Manager. He has also worked on National Accounts with Gambrinus and Karl Strauss.

"One of our key initiatives has been to grow our chain business, which led us to this new position within our sales organization," shares Marc Jalbert, Director of Marketing & Sales. "We are confident that Kevin will build upon our existing chain presence and help us take this important sales sector to the next level. The breadth of experience he brings will certainly add immediate value and help us reach our future goals."

Dust Bowl Brewing Co. has distribution in California, Nevada, Arizona, Oklahoma, Texas, and Pennsylvania. Based on 2022 Brewers Association production statistics, Dust Bowl Brewing Co. ranks in the top 2% of independent craft breweries in California (16th out of 758) and in the top 1.7% of independents in the nation (123rd out of 7,325). Craft beer fans can always find Dust Bowl's latest offerings on tap and in package at Dust Bowl's growing taproom locations, including Turlock, Monterey, Elk Grove and now in Livermore, California.

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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 22,000 in 2022. Dust Bowl Brewing Co. was named 2022 "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 now in Livermore, California. More information may be found at dustbowlbrewing.com.