



NEWS RELEASE

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DUST BOWL BREWING CO. LAUNCHES HOPPY VARIETY PACK **First Mixed 12 Pack to Join the Steadily Growing Year-Round Portfolio**

November 20, 2023, Turlock, California...Dust Bowl Brewing Co. continues its portfolio expansion with the brewery's first offering of a mixed pack. Aptly named Hoppy Variety Pack, the new package showcases four of the company's most popular IPAs – Hops of Wrath, Tomorrow's Clear, Mouthful of Miracles and Peace, Love & Haze.

"We are always communicating with our wholesalers and analyzing industry data," comments Marc Jalbert, Senior Director of Marketing & Sales. "Growing our chain business is a huge focus for us right now, and 12 packs are a critical package in this growth strategy with our retailers. Mixed packs are an expectation in this competitive space, and we know hoppy fans are really going to enjoy drinking four of Dust Bowl's best IPAs."

"We considered several combinations for the mixed pack," shares Don Oliver, Brewmaster. "Our IPA selection showcases the differences within the IPA category with the inclusion of a Hazy, Cold IPA and two very different representations of West Coast."

The Hoppy Pack features three 12oz cans each of the following beers:

Hops of Wrath – West Coast IPA, floral and citrus layers and a moderate bitterness backed by subtle crystal malts, 6.6% ABV, 50 IBU

Tomorrow's Clear – West Coast IPA, tropical fruit aromas and a smooth bitterness and a layer of sweetness, 7.3% ABV, 50 IBU

Mouthful of Miracles – Cold IPA, big, flavorful punch of grapefruit, guava and passionfruit, 6.6% ABV, 50 IBU

Peace, Love & Haze – Hazy IPA, tropical delight with flavors of pineapple, guava and orange, 6.3% ABV, 28 IBU

The Hoppy Variety Pack rolls out early November, just in time for the holiday season. Marketing staff are looking for this package to be the perfect way to say, "Hoppy Holidays," to IPA fans everywhere! The Hoppy Variety Pack can be found at consumers' favorite Dust Bowl retailers and at any Dust Bowl taproom location, 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 Brewerstatus 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.