



NEWS RELEASE

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CONTACT: Michelle Peterson

Director of Marketing & Communications

michelle@dustbowlbrewing.com

209-427-2088

DUST BOWL BREWING CO. RELEASES STAR DUST ALE **Seasonal Portfolio Meets Needs of Curious Craft Beer Fans**

October 30, 2023, Turlock, California...Available now, Dust Bowl Brewing Co. releases Star Dust Ale in 16oz cans and draft. The latest package release fits in the company's seasonal portfolio, which caters to both off-premise accounts and curious craft beer drinkers who are always looking for something new.

Consumers are in for an easy-drinking, flavorful delight according to Don Oliver, Brewmaster, who shares, "The peach flavor and aroma really play well with the light sweetness from the crystal malts and the lower ABV keeps it in the session range."

Light amber in color, Star Dust Ale comes in at an approachable 4.5% ABV and very low bitterness at 10 IBUs.

The Star Dust Ale label harkens back to the Las Vegas vintage neon signs that were iconic in the 1950s. "While our primary focus is always on producing the best quality beer, we work hard on the marketing side to present the beer in a way that captures the consumer's attention and draws them to purchase Dust Bowl products," comments Michelle Peterson, Director of Marketing & Communications. "We want the packaging to be as memorable as the beer itself."

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 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.