

NEWS RELEASE

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**DUST BOWL BREWING CO. INTRODUCES THE PINNACLE OF REFRESHMENT WITH DUST BOWL LAGER**

**Year-Round Portfolio Expands with Classic Style**

Turlock, CA, January 8, 2024…Dust Bowl Brewing Company, renowned for its innovation and commitment to crafting exceptional beers, proudly launches its latest addition to the year-round portfolio – Dust Bowl Lager. This traditional lager is set to become a staple among the craft beer community, offering a crisp and refreshing experience for beer enthusiasts.

Brewed with precision and passion, Dust Bowl Lager embodies the essence of a traditional lager while embracing the craft brewery’s dedication to quality and flavor. The beer’s exceptional balance and clean finish make it the perfect choice for those seeking a classic, easy-drinking option. Dust Bowl Lager offers an approachable 4.5% Alcohol by Volume (ABV) and a mild bitterness level of only 12 International Bitterness Units (IBUs).

“With Dust Bowl Lager we wanted an addition to the lager line up that set itself apart in color and flavor from our other brands,” explains Don Oliver, longtime Brewmaster. “It has a subtle sweetness and crisp finish. It’s an all-occasions beer that goes well with any setting or season. Like the can says, it's reliable.”

“Dust Bowl Lager is a testament to our dedication to brewing excellence and our commitment to providing a diverse range of options for our customers," says Brett Tate, Founder of Dust Bowl Brewing Company. "We believe this traditional lager will resonate with those who appreciate the simplicity and timelessness of a well-crafted beer."

The can design pays homage to the classic American spirit, evoking an ageless retro vibe that echoes the heart of craft beer tradition. The Dust Bowl Lager can features an eye-catching matte gold finish, providing a nod to the golden age of brewing, coupled with classic red, white and blue text and graphics.

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Dust Bowl Introduces Dust Bowl Lager

Dust Bowl Lager comes in 12oz / 6 pack cans and draft. Beer fans can find it at any Dust Bowl Brewing Company California taproom, with locations in Turlock, Elk Grove, Monterey, and Livermore. Additionally, it can be found at Dust Bowl retailers.

Join the celebration on social media by using the hashtag #DustBowlLager and following Dust Bowl Brewing Company on Instagram @dustbowlbrewingco.

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*Established in May 2009, Dust Bowl Brewing Company calls Turlock, California home. The brewery is owned by Brett and Karen Tate, along with Brett and Camy Honoré, who joined as business partners in 2010. The brewery underwent significant growth in 2016 when it relocated its operations across town to a spacious 30,000 sq. ft. brewery and taproom. Offering a diverse range of beers, including selections in draft, bottles and cans, their distribution spans across California, Arizona, Nevada, Oklahoma, Pennsylvania, Texas, and Vermont. Earning Regional Brewer status in 2020 with an annual production exceeding 16,500 barrels, Dust Bowl Brewing Co. continued its impressive growth by producing over 22,000 barrels in 2022. Recognizing their dedication to quality, the brewery was honored with the prestigious title of "Brewery of the Year" at the 2022 California State Fair Commercial Craft Beer Competition. Dust Bowl Brewing Co. invites beer enthusiasts to experience their wide array of offerings at their taprooms, including the Brewery Taproom in Turlock, the Tap Depot in Monterey, the Old Town Tap House in Elk Grove, and now in Livermore, California. For more details and updates, visit dustbowlbrewing.com.*