

DUST BOWL DISTILLERY

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DUST BOWL BREWING CO. EXPANDS HORIZONS WITH LAUNCH OF DUST BOWL DISTILLERY

Moonshine and More Coming Soon to Turlock Taproom

June 2024, Turlock, CA — Dust Bowl Brewing Co. proudly announces the launch of Dust Bowl Distillery, marking a significant milestone in the company's journey of innovation in the craft alcohol beverage industry. The distillery is located within the expansive Dust Bowl brewing facility in Turlock, California.

In a market brimming with creativity and competition, Dust Bowl Brewing Co. recognizes the importance of staying relevant to today's discerning customers. The launch of Dust Bowl Distillery underscores the company's commitment to offering unparalleled variety and quality to its loyal patrons and new guests alike. By expanding into the world of craft distilling, Dust Bowl aims to cater to the evolving tastes of its audience and enrich the experience of its taproom visitors.

Like the brewery, Dust Bowl Distillery is owned by business partners Brett and Karen Tate, and Brett and Camy Honore.

“This venture allows us to push the boundaries of what we can offer and to continually evolve alongside the craft beverage industry,” shares Brett Tate. “The project has been in the works for years, and we’re excited to see it come to fruition thanks to the talented and versatile team at Dust Bowl.”

At the helm of Dust Bowl Distillery is established Brewmaster, Don Oliver, who has had great success leading the brewery since its inception in 2009. With a background that includes certification from the prestigious UC Davis Master Brewing Program, Don brings a wealth of knowledge and passion to this new endeavor. His expertise and innovative spirit are set to guide the distillery in crafting exceptional spirits.

Don Oliver expressed his enthusiasm for the new challenge, “The owners and I have been discussing the move into spirits for the better part of a decade. With the addition of the distillery, we’ll be able to use the experience we’ve gained over the last fifteen years to craft a new line of spirits that add more variety to our current offerings and enhance our taproom experience.”

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Paying homage to the company's brand roots dating back to Prohibition days, the distillery's first introduction will be Moonshine. This classic spirit will be the cornerstone of Dust Bowl Distillery's initial offerings with more styles on the horizon. Moonshine will make its debut with guests in the Turlock Beer Garden on June 6th. These slushies, featuring rotating flavors, promise a refreshing and innovative twist on the traditional beverage, just in time for Dust Bowl's Turlock guests to find refuge from the summer heat!

"I'm really excited about the launch of our Moonshine slushies," adds Brett Honore, also a company owner. "Slushies are a popular trend among breweries. Our version of the Moonshine slushy will definitely take the guest experience up a notch and potentially attract a new customer who has not experienced the Dust Bowl brand before. Any time you can provide something new and different, it's good for your customers and keeps people coming back."

The initial Moonshine slushy flavor options include "Cola Shine" featuring a frosty blend of Pepsi and Dust Bowl Moonshine at 7% ABV and a "Dirty Shirley" at 5% ABV made with grenadine, Starry and Dust Bowl Moonshine. The slushies will all come with a signature garnish for an elevated touch.

Dust Bowl fans can also purchase a limited quantity of 750ml bottles of the distillery's Original Moonshine at the Turlock Taproom.

Looking ahead, Dust Bowl Distillery plans to launch a carefully curated craft cocktail menu later this summer. These cocktails will showcase housemade, fresh ingredients designed to complement the smooth flavor of Dust Bowl's Moonshine.

Dust Bowl Distillery is supported by its own unique branding, which blends some of the brewery's favorite icons - the recognized twister and rabbit - with a Speak Easy Art Deco vibe from the 1930's.

Visible to guests through the expansive taproom bar windows, the boutique distillery features a 140-liter Carl still. The system was enhanced by the addition of a Vodka column and Gin basket from Minnetonka Brewing Equipment. The configuration allows for a broad range of spirits to be produced.

For the latest distillery news, fans may follow a dedicated Instagram page, @dustbowldistillery or visit www.dustbowlbrewing.com.

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Guests may enjoy a new Moonshine slushy during Beer Garden hours at the Turlock* location.

Turlock Taproom
3000 Fulkerth Road, Turlock, CA
Beer Garden Hours
Thursday 4:00 – 9:00
Friday – Saturday 11:00 – 9:00
Sunday 11:00 – 8:00

“We welcome our Central Valley fans to come out to see us this summer in Turlock, experience a refreshing slushy and grab a bottle of Original Moonshine to go,” adds Tate. “We think guests will be pleasantly surprised at how smooth well-crafted Moonshine can be!”

**The company’s distilling license only allows for the sale of spirits in the Turlock taproom.*

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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, 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 21,000 barrels in 2023. 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 in Livermore, California. The company embarked on the launch of Dust Bowl Distillery in June 2024, with an initial offering of Original Moonshine available for purchase at the Turlock Taproom. Moonshine slushies are slated for June along with 750ml to-go bottle sales. Cocktails and additional spirits are planned for the future. For more details and updates, visit dustbowlbrewing.com.