



NEWS RELEASE

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DUST BOWL BREWING CO. HIRES RYAN ROBERTS AS BREWERY SALES REPRESENTATIVE – GREATER SAN FRANCISCO BAY AREA

Turlock, CA, July 19, 2024...Dust Bowl Brewing Co. announces the hiring of Ryan Roberts as the company's Brewery Sales Representative – Greater San Francisco Bay Area. In this capacity, Roberts is responsible for facilitating and increasing beer sales among existing and target accounts. Additionally, Roberts will be in the market to build brand awareness via on- and off-premise events and tastings.

Roberts comes to Dust Bowl Brewing Co. with extensive portfolio management and customer service experience gained during his 12+ years with well-known retailer, Trader Joe's.

"We're excited to have Ryan join our sales team," comments Marc Jalbert, Executive Director of Marketing and Sales, Dust Bowl Brewing Co. "His retail background is a tremendous asset to Dust Bowl as we look to grow and strengthen our market share in the competitive San Francisco Bay Area region. From strategic product selection to excellent customer relations, we believe Ryan's skill set will provide immediate value and serve as a catalyst to growing the Dust Bowl brand in our home state of California."

Dust Bowl Brewing Co. was established in 2009 and began distributing beer to the San Francisco Bay Area in 2015. The company offers an extensive portfolio of packaged year-round beers, specialty releases and draft options. Based on the national Brewers Association annual reports, Dust Bowl Brewing Co. ranks among the top two percent of craft breweries in both California and across the United States. Producing 21,484 barrels in 2023, Dust Bowl Brewing Co. is positioned as the 17th largest craft brewery among 767 fellow craft brewers in California and 119th out of 7,583 in the U.S.

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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, 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. For more details and updates, visit dustbowlbrewing.com.