



NEWS RELEASE

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Dust Bowl Brewing Co. Refreshes Packaging for Tomorrow's Clear Tropical IPA

Turlock, CA – November 19, 2024, Dust Bowl Brewing Co. is excited to announce a packaging refresh for one of its most sought-after beers, Tomorrow's Clear Tropical IPA. This vibrant update highlights the Tropical IPA style at the heart of the beer, bringing a fresh look to a fan favorite.

The new design features a brighter orange colorway paired with familiar graphics that embody the beer's bold, tropical character. The enhanced packaging is designed to stand out on shelves, drawing attention to Tomorrow's Clear in the competitive Tropical IPA category.

"Tomorrow's Clear has always been about delivering the ultimate Tropical IPA experience," said Marc Jalbert, Senior Director of Sales and Marketing. "The updated look helps visually tell that story while staying true to the beer's identity. It's exciting to see the refreshed design match the flavor profile consumers know and love."

Tomorrow's Clear Tropical IPA boasts tropical fruit aromas and a smooth bitterness, creating a refreshing balance that IPA enthusiasts crave. Specialty malts add a subtle layer of sweetness, while Vermont ale yeast accentuates the hops, bringing out pineapple notes. At 7.3% ABV and 50 IBUs, it's a bold yet approachable choice for any occasion.

The beer is available in 12oz 6-packs, 12-packs, and draft, making it easy to enjoy at home or on tap. Consumers can find Tomorrow's Clear at retailers throughout California or at any Dust Bowl taproom located in Turlock, Livermore, Monterey and Elk Grove. California residents may also visit dustbowlbrewing.com to order online for direct shipping.

For more information on Tomorrow's Clear Tropical IPA and Dust Bowl Brewing Co.'s full lineup, visit www.dustbowlbrewing.com.

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Established in May 2009, Dust Bowl Brewing Company is based in Turlock, California. 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, 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 in cocktails or by the bottle to-go at the Turlock Taproom. For more details and updates, visit dustbowlbrewing.com.