

Dust Bowl

BREWING COMPANY

NEWS RELEASE

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DUST BOWL BREWING CO. INTRODUCES DUST BOWL IPA **Core Portfolio Expansion Targets Classic Craft Beer Style**

Turlock, CA, December 2, 2024 – Dust Bowl Brewing Co., a leading Regional Northern California craft brewer, proudly announces the addition of *Dust Bowl IPA* to its year-round portfolio. A classic West Coast-style IPA, this new release brings a balanced yet flavorful experience showcasing the brewery's dedication to well-crafted beers. Dust Bowl IPA debuts with a 6.1% ABV and 49 IBU, presenting a refined bitterness and a fresh hop aroma brewed to please both IPA enthusiasts and newcomers alike.

Dust Bowl IPA features a carefully selected blend of hops, including Mosaic, Nelson Sauvin, Simcoe, and Strata, which deliver bright citrus, passionfruit, and berry notes. The result is a smooth bitterness complemented by a vibrant, hop-forward aroma that gives this IPA its signature freshness. The beer pours a golden hue, embodying the essence of a true West Coast IPA with its inviting appearance and distinctive character.

"This IPA sets itself apart from other IPAs with the inclusion of new hop products and varieties we hadn't tried before," shares longtime Dust Bowl Brewing Co. Brewmaster, Don Oliver. "We had the opportunity to test a wide range of new ingredients this year and I'm pleased with the results."

"We are excited to introduce Dust Bowl IPA as the latest addition to our Classic Core Series, which started with our Dust Bowl Lager earlier this year," says Brett Tate, Founder of Dust Bowl Brewing Co. "Dust Bowl IPA is a true reflection of our commitment to traditional, approachable IPAs that resonate with craft beer lovers who appreciate a classic yet refreshing hop profile. We're happy to keep pushing the boundaries of quality and flavor, all while staying rooted in the classic West Coast style."

Dust Bowl IPA is available in cans and on draft at select retailers, chain grocers, bars, and restaurants across California. Consumers can also find this latest release along with the full portfolio of Dust Bowl beers on draft and in package at the brewery's four taprooms located in Turlock, Monterey, Elk Grove and Livermore, California. For more information about Dust Bowl IPA and the Dust Bowl Brewing Co. lineup, visit 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 at the Turlock Taproom. For more details and updates, visit dustbowlbrewing.com.