

# Dust Bowl

BREWING COMPANY

## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### **DUST BOWL BREWING CO. PARTNERS WITH MATAGRANO INC.** **Northern California Craft Brewer Strengthens Distribution in the Bay Area**

Turlock, CA, November 1, 2024...Dust Bowl Brewing Co. recently signed a distribution agreement with Matagrano Inc., the San Francisco Bay Area's leading craft beer wholesaler. Effective November 1, 2024, Matagrano will represent Dust Bowl Brewing Co. in the counties of San Francisco, San Mateo and Santa Clara. Matagrano is headquartered in Hayward, California, about two hours west of Dust Bowl Brewing Co., which is located in the Central Valley community of Turlock, California. Matagrano's portfolio includes some of the nation's leading beer brands, craft beer, imports and many non-alcoholic beverages.

"We are pleased to partner with such a successful locally owned distributor," shares Marc Jalbert, Executive Director of Sales and Marketing for Dust Bowl Brewing Co. "Matagrano's business is 100% focused on building relationships and utilizing their local expertise to sell and service licensed accounts in these three counties. Their company has over 50 valuable years of experience in the Bay Area, which will be a tremendous asset to Dust Bowl. As two family-owned and operated businesses, we have a mutual passion for teamwork, building relationships and empowering our teams to thrive in the beer industry."

"We believe the timing is ideal for our businesses to start working together," comments Matt Matagrano, President of Matagrano Inc. "We've watched the Dust Bowl brand steadily grow over the years and believe our team is poised to increase sales in these opportune counties. Dust Bowl is known for its excellent beers, branding and breadth of portfolio. The brewery is also nicely positioned for growth, which is always essential when you bring on a new brand."

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 17<sup>th</sup> largest craft brewery among 767 fellow craft brewers in California and 119<sup>th</sup> out of 7,583 in the U.S.

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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](http://dustbowlbrewing.com).*