



NEWS RELEASE

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DUST BOWL BREWING CO. INTRODUCES DUST BOWL LIGHT: A CRISP, REFRESHING, AND FLAVORFUL LIGHT LAGER

TURLOCK, CA, February 3, 2025 – Dust Bowl Brewing Co. is proud to introduce Dust Bowl Light, a refreshing craft light lager with 4.1% ABV, 9 IBU, and only 95 calories and 2.4g of carbs. This latest release joins Dust Bowl Lager, Dust Bowl IPA, and Dust Bowl Pils to complete the company's new Classic Core Series, a collection of timeless styles crafted for everyday enjoyment.

"With Dust Bowl Light, we're giving our fans a crisp, smooth, and lower-calorie option that still holds up to our high-quality craft standards," commented Brett Tate, Founder/Owner. "It's an approachable beer that pairs perfectly with any occasion."

Don Oliver, Brewmaster, went on to share, "I gained an appreciation for light, crisp lagers while living in Japan. Dust Bowl Light is inspired by those refreshing beers. It's brewed with rice and a lager yeast that lends a mild, drinkable character making it a versatile beer."

Dust Bowl Light is available in 12oz cans (6 packs and 12 packs) and on draft at select retailers, chain grocers, bars, and restaurants across California. Fans can also enjoy it fresh on tap or to-go at Dust Bowl Brewing Co.'s taprooms in Turlock, Livermore, Monterey, and Elk Grove, California.

For more information on Dust Bowl Light and the Classic Core Series, visit www.dustbowlbrewing.com or follow Dust Bowl Brewing Co. on social media.

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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. Spirit sales are available at the Turlock Taproom. For more details and updates, visit dustbowlbrewing.com.