



NEWS RELEASE

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DUST BOWL BREWING CO. LAUNCHES THE BIG GIIPA GRAPEFRUIT IMPERIAL IPA **Year-Round Portfolio Expands with New 19.2 oz Package Option**

Turlock, Calif., September 10, 2025 – Dust Bowl Brewing Co. is proud to announce the release of The Big GIIPA, a bold Imperial Grapefruit IPA that takes flavor to cosmic heights. At 9.7% ABV and 78 IBUs, this new addition to the brewery's year-round portfolio delivers an exceptional hop experience alongside a well-balanced twist of grapefruit.

"This beer was designed for the 19.2 ounce single serve market," comments Don Oliver, Brewmaster. "We have a healthy following of big, hoppy beer fans and The Big GIIPA serves up the high abv, fruity hop punch they are looking for. Fans are also treated to notes of complimentary citrus from the grapefruit addition in a packaging format that is continuing to grow."

Bursting with juicy citrus and layered with hop intensity, The Big GIIPA is made for IPA lovers who crave bold flavor with a unique flavor profile. The beer is now available at your favorite Dust Bowl retailers in 19.2oz cans. Beer fans can also enjoy The Big GIIPA on draft at Dust Bowl taprooms located in Turlock, Livermore, Elk Grove, and Monterey, California or take it to-go.

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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, cans and limited bottles, distribution spans across California and Northern Nevada. 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 22,500 barrels in 2024. 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. Cocktails and spirit sales are available at the Turlock Taproom or online for direct-to-consumer bottle sales in California. For more details and updates, visit dustbowlbrewing.com.