



NEWS RELEASE

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DUST BOWL BREWING CO. LAUNCHES STRAWBERRY MARGARITA SELTZER INTO RETAIL DISTRIBUTION

Cocktail-inspired, Malt-based Seltzer Great Opportunity for Retailers and Consumers Alike

Turlock, Calif., October 6, 2025 - Dust Bowl Brewing Company is pleased to announce the launch of Strawberry Margarita Seltzer in retail distribution. A longtime, exclusive draft favorite at Dust Bowl taprooms, this cocktail-inspired, malt-based seltzer is now available to Dust Bowl's distribution network in 16-ounce / 4 pack cans and draft.

Crafted with real strawberry and key lime, Strawberry Margarita Seltzer offers a bold 10% ABV, which is balanced by fresh citrus and strawberry flavor. Designed for versatility, it's delicious straight from the can or served over ice with a salt or Tajín rim for an extra kick.

"Prior to having a distillery, we wanted to create a seltzer that had the kind of flavor that a fan of cocktails would enjoy," comments Don Oliver, Brewmaster. "We leaned heavy into the key lime addition, pulp and all, with an accent of strawberry and subtle warmth from the alcohol to give the right impression."

"At 10% ABV, Strawberry Margarita Seltzer is not only bursting with flavor, but it also delivers a satisfying, full-bodied profile that sets it apart from lighter seltzers," said Brett Tate, Founder/Owner, Dust Bowl Brewing Co. "Up until now, Strawberry Margarita Seltzer has been exclusive to our taprooms. Now that it's available in retail distribution, it opens the door for on-premise accounts limited to a beer and wine license to offer their customers a cocktail-like option. On draft, it's extremely profitable—typically served over ice in 8-ounce pours—which essentially doubles the profit potential of a keg compared to beer."

Look for Strawberry Margarita Seltzer at your favorite Dust Bowl retailer or any Dust Bowl taproom located in Turlock, Livermore, Elk Grove, and Monterey, California. The product is also available online for direct-to-consumer sales (California only). For more information, 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, 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.