



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Dust Bowl Brewing Co. Announces Sales Department Promotions

Turlock, Calif., February 5, 2026 – Dust Bowl Brewing Co. is proud to announce the promotions of Kevin Riddiough and Scott Johnson within its Sales Department, recognizing their leadership, dedication, and long-standing contributions to the company’s continued growth.

Kevin Riddiough has been promoted to Director of Sales. Since joining Dust Bowl Brewing Co. in 2023, Riddiough has played a key role in strengthening national and retail sales strategies. He began his tenure as Director of National Accounts in 2023, was promoted to Retail Sales Director in 2025, and now steps into the Director of Sales role in 2026. Prior to joining Dust Bowl, Riddiough built a long and accomplished career in the beer and beverage industry, with roles at Firestone Walker Brewing Company, The Gambrinus Company, Karl Strauss Brewing Company, and Southern Wine & Spirits.

In this new position, Riddiough will oversee the day-to-day execution of the annual business plan, partnering closely with wholesalers and retailers to drive sales growth and increase market share. Along with leading the sales team, he will continue to spearhead sales efforts with wholesaler partners, building on his strong success with both chain and independent retailers.

“Kevin has consistently demonstrated strategic vision and strong leadership since joining the Dust Bowl team,” said Marc Jalbert, Senior Director of Sales & Marketing. “His ability to build relationships and lead teams has made a significant impact across our sales organization. Most notably, Kevin has dramatically increased our chain business, which is critical to the company’s growth and that of our valued wholesale partners. His long history in the beer industry has proven to be invaluable to our company.”

Scott Johnson has been promoted to Senior Manager, Sales Operations. Johnson joined Dust Bowl Brewing Co. in 2017, beginning as a Brewery Sales Representative. Over the years, he advanced through multiple roles including Market Manager (2021), Business Development Manager (July 2022), and Sales Operations Manager (October 2022). In his new role, Johnson will continue to lead the development and optimization of sales tools, systems, and processes that support the field sales team and drive efficiency across the organization.

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“Over the past several years, Scott has transformed sales operations into a critical support function for our company,” shared Marc Jalbert, Senior Director of Sales & Marketing. “The tools and processes he’s developed give us meaningful visibility into the business—helping us track key performance indicators, maintain consistency in our routines, and quickly identify sales challenges and opportunities. Most importantly, Scott’s work has significantly reduced the time our sales team spends running reports, giving them more time to sell.”

These promotions reflect Dust Bowl Brewing Co.’s commitment to recognizing talent from within and investing in leaders who embody the company’s values and vision for the future.

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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.