

# DUST BOWL DISTILLERY

## NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: Michelle Peterson  
Director of Marketing & Communications  
michelle@dustbowlbrewing.com

### **Dust Bowl Distillery Enters RTD Market with Launch of Blackberry Lemonade Moonshine Cocktail**

March 23, 2026, Turlock, CA — Dust Bowl Distillery proudly announces its first entry into the ready-to-drink (RTD) category with the debut of its Blackberry Lemonade Moonshine Cocktail, now available in convenient 12oz 4-pack cans. At 8% ABV, this bold and refreshing release marks an exciting new chapter for the distillery as it expands beyond traditional spirits into the rapidly growing RTD space.

Crafted with real fruit flavors and featuring Dust Bowl’s signature smooth moonshine, the Blackberry Lemonade Moonshine Cocktail delivers a vibrant balance of juicy blackberry sweetness and bright lemonade tartness. Designed for both convenience and enjoyment, the cocktail delivers a bar-quality experience in a portable format—perfect for any occasion

“Dust Bowl Distillery is excited to launch its first ready-to-drink creation, a Blackberry Lemonade Moonshine Cocktail,” said Luke Baker, Product Development Manager. “After months of experimenting with recipes and ingredients, Dust Bowl has perfected a well-balanced, smooth and flavorful cocktail that’s great right from the can or served over ice for those who prefer sipping from a glass. This is just the beginning of our entry into the RTD market, with more flavors on the horizon.”

Dust Bowl Distillery’s Blackberry Lemonade Moonshine Cocktail is available now at select retailers, Dust Bowl’s Turlock taproom, and online for direct-to-consumer shipping to California residents 21 years and older.

For more information, visit Dust Bowl Distillery online or follow along on social media for updates and availability.

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*Established in May 2009, Dust Bowl Brewing Company is based in Turlock, California, and is owned by Brett and Karen Tate, alongside business partners Brett and Camy Honoré, who joined in 2010. The brewery experienced significant growth in 2016 with the relocation to a 30,000-square-foot production facility and taproom. Dust Bowl offers a diverse portfolio of beers available in draft, limited bottles, and cans, with distribution throughout California and Northern Nevada. Dust Bowl fans can experience the brand firsthand at its taproom locations, including the Brewery Taproom in Turlock, the Tap Depot in Monterey, the Old Town Tap House in Elk Grove, and its Livermore location. In June 2024, the company expanded into spirits with the launch of Dust Bowl Distillery. The distillery’s portfolio includes 750ml bottles available for purchase at the Turlock taproom and online, with shipping throughout California. Visitors can also enjoy a curated cocktail menu onsite at the Turlock location. Building on its innovation, the company has entered the ready-to-drink category, with RTD cocktails now available at retail, as well as through Turlock taproom and online sales. For more information, visit [dustbowlbrewing.com](http://dustbowlbrewing.com) or [dustbowldistillery.com](http://dustbowldistillery.com).*