



NEWS RELEASE

FOR IMMEDIATE RELEASE

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

Dust Bowl Brewing Co. Introduces Hop Water, Its First Non-Alcoholic Beverage

June 8, 2026, Turlock, Calif. — Dust Bowl Brewing Co. is proud to announce the release of Hop Water, the brewery's first non-alcoholic beverage and a move forward in diversifying its portfolio to meet the evolving tastes of today's consumers.

Crafted for wellness-oriented, non-alcoholic beverage drinkers and anyone seeking a refreshing alternative to beer, Hop Water delivers a vibrant citrus character with zero alcohol, zero sugar, zero gluten and zero calories completely derived from all-natural hop extracts. The release reflects Dust Bowl's commitment to offering high-quality choices across every occasion — from craft beer enthusiasts to those looking for NA options. While deliciously refreshing on its own, Hop Water makes an excellent, healthy mixer in cocktails as well.

As the non-alcoholic beverage segment continues to gain momentum nationwide, Hop Water allows Dust Bowl to meet evolving consumer preferences with a new option of its own while staying rooted in what the brewery does best: utilizing hops.

"At last year's hop selection in Washington, we were discussing hop water and trying some that were available," said Don Oliver, Brewmaster at Dust Bowl Brewing Co. "The team and I drank a lot of hop water while going through selection. It was thirst quenching and quite refreshing. A great sensory reset and recharge between hop samples. The fruit character of the hops is really captured in this drink."

With this launch, Dust Bowl Brewing Co. expands its beverage lineup to provide more choices for its brand loyalists. Crafted with intention and flavor, Hop Water is available in 12 oz. / 6 pack cans and can be found at the company's four California taprooms or ordered online at www.dustbowlbrewing.com.

#

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.