



NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: Michelle Peterson
michelle@dustbowlbrewing.com
209-427-2088

DUST BOWL BREWING CO. HIRES MARC JALBERT AS DIRECTOR OF SALES

March 8, 2018, Turlock, Calif...Dust Bowl Brewing Co. announces the hiring of Marc Jalbert as Director of Sales for the Turlock, California craft brewery. In this newly created position, Jalbert will be responsible for managing sales activities and staff, developing and implementing a strategic sales plan, and advancing sales processes and procedures.

“As we look to expand our brand into new markets and increase production, we wanted to add more personnel and experience to our team,” comments Brett Tate, Founder/Owner, Dust Bowl Brewing Co. “Marc’s knowledge and wealth of industry positions within some of the nation’s most recognized beer brands will help us navigate to the next level.”

Most recently, Jalbert served as the Senior Western Region Manager for The Gambrinus Company, which operates Trumer Pils of California, Bridgeport in Oregon and Shiner in Texas. He also worked for Anheuser-Busch InBev for 20 years where he held a wide variety of positions including his last role as Senior Director, Sales Operations/VP Sales Process and Technology.

“I’m excited to join Dust Bowl Brewing Co.,” shares Jalbert. “The brewery is in a prime position for growth. Dust Bowl has boasted a 63% sales increase in the last year, which is impressive, but the new brewery has the capacity and ability to do even more. My goal is to lead the sales team to all-new levels of performance, achieve robust growth in distribution and bring in fresh ideas.”

Dust Bowl Brewing Co. products are currently sold throughout Central California, Northern California, San Francisco Bay Area, California’s Central Coast and in Nevada.

Jalbert currently resides in Clayton, California, an East Bay Area suburb. His time will be split between the brewery offices in Turlock and in the field.

Dust Bowl Brewing Company produced its first beer in May 2009. The Company forecasts 15,000-20,000 barrels annual production. Dust Bowl Brewing Company beers are available in 5 and 15.5 gallon kegs along with selected styles in 22 oz., 12 oz. bottles and cans. Distribution includes Central and Northern California, California Central Coast and Nevada. The craft brewery showcases a wide variety of its beers at its two Turlock, California taproom locations, Brewery Taproom and Downtown Taproom. More information may be found at www.dustbowlbrewing.com.

###