



# NEWS RELEASE

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**DUST BOWL BREWING CO. ROLLS OUT LATERAL 3 HAZY IPA**  
**Citrus Character and Big ABV Stand Out in the Latest Pint Can Release**  
**from Northern California Brewery**

May 31, 2018, Turlock, CA...Dust Bowl Brewing Co. announces the release of Lateral 3, the third in a series of hazy IPAs from the Northern California craft brewery. Packaged in pint cans, the Lateral Series offers beer fans a different take on the popular hazy IPA style with each release.

“For the third addition to the Lateral Series we wanted to move toward more citrus/orange character and away from the tropical that shows in Lateral 1 and 2,” shares Don Oliver, Brewmaster. “We switched up the yeast and hopping and opted to head into a double IPA territory at 8.5% ABV.”

Lateral 3 falls into the specialty can release category for Dust Bowl Brewing Co. and is mostly pre-sold to wholesalers. The latest in the series is expected to hit retailers the last week in May, just in time for summer. At 8.5% ABV, Lateral 3 boasts a higher than typical alcohol content for a hazy IPA. In keeping with Brewmaster Oliver’s notable style, the alcohol is well-hidden for a smooth finish.

The can label features signature styling from Philadelphia artist, Bryce Gladfelter. Hop-centric playing cards featuring the number in the series along with color blocking create eye-catching consistency for the consumer.

“We know it’s important to pay careful attention to the details,” comments Founder/Owner, Brett Tate. “We carry this philosophy from brewing practices and customer service all the way through branding. Beer fans are discerning. While we strive to produce the best beer possible, our marketing department pays equal attention to maintaining our brand image.”

Dust Bowl Brewing Co. beers may be found throughout Central and Northern California, including the San Francisco Bay Area, the Central Coast to San Luis Obispo County and in the state of Nevada. The company is looking to expand to Southern California and out of state. Consumers may utilize the Beer Finder at [www.dustbowlbrewing.com](http://www.dustbowlbrewing.com) to find their closest retailer.

*Dust Bowl Brewing Company produced its first beer in May 2009. The company built and moved its production to a 30,000 sq. ft. brewery and taproom, located in Turlock, California, in June 2016. 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](http://www.dustbowlbrewing.com).*