



WHOLESALE CALENDAR 1ST QUARTER - 2025

CORE BRANDS

AVAILABLE YEAR-ROUND

TROPICAL MIST
CITRUS BLONDE ALE | 5.1% ABV



RAIN
PILSNER | 5.3% ABV



PURE WEST
WEST COAST IPA | 6.3% ABV



DIAMOND DUST
MURKY IPA | 6.7% ABV



beer for good



WWW.PUREBREWING.ORG

SPECIALTIES

AVAILABLE IN 16-OZ CANS, 1/6 & 1/2 BBL

SPECIALTY MURKY SINGLE & DOUBLE IPAS
RELEASED EVERY FOUR WEEKS



CLOUD MOUNTAIN
Murky DIPA



HOP DUST
Murky IPA



OTTER ROMP
Murky DIPA



EXPERIENCE PREFERRED
Murky IPA



DOUBLE DUST
Murky DIPA



THOUSANDS OF MONEY
Murky IPA

OTHER SPECIALTIES
LIMITED AVAILABILITY



RUNNIN' LOW
WC IPA



WESTERLY DIRECTION
WC IPA



COSMIC DANCER
WC IPA



TRANSDIMENSIONAL
WC DIPA

SEASONALS
AVAILABLE ALL QUARTER



MYSTO WAVE
Pale Ale

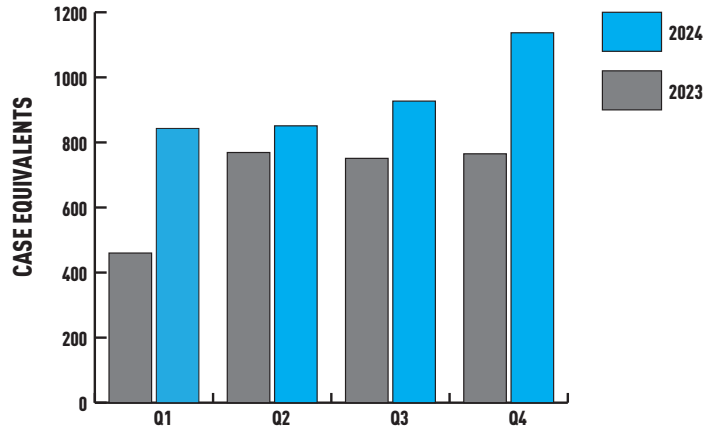
*Beers and release dates are subject to change. Please confirm with your Pure Project sales rep.



CORE BRANDS SALES PERFORMANCE



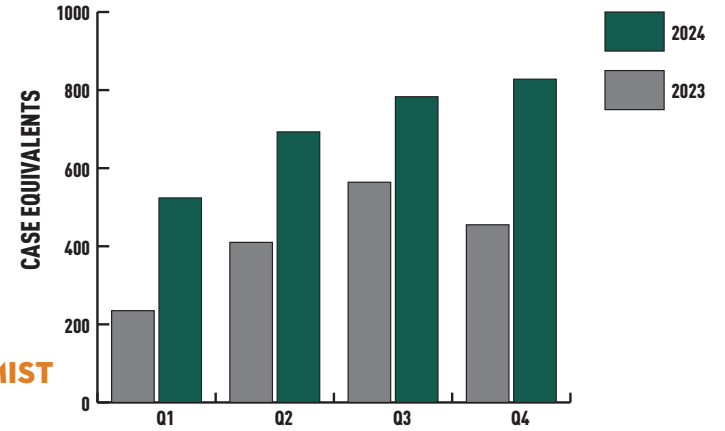
PURE WEST
WEST COAST IPA



2023 YTD: 2,745 CE
2024 YTD PACE: 3,458 CE (+26%)



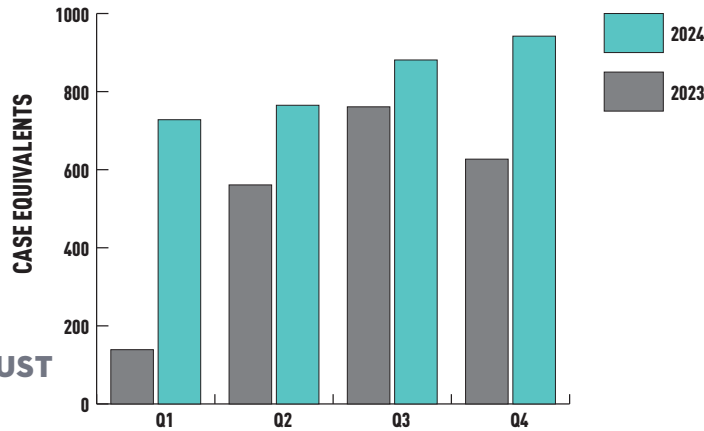
TROPICAL MIST
CITRUS BLONDE ALE



2023 YTD: 1,664 CE
2024 YTD PACE: 2,828 CE (+70%)



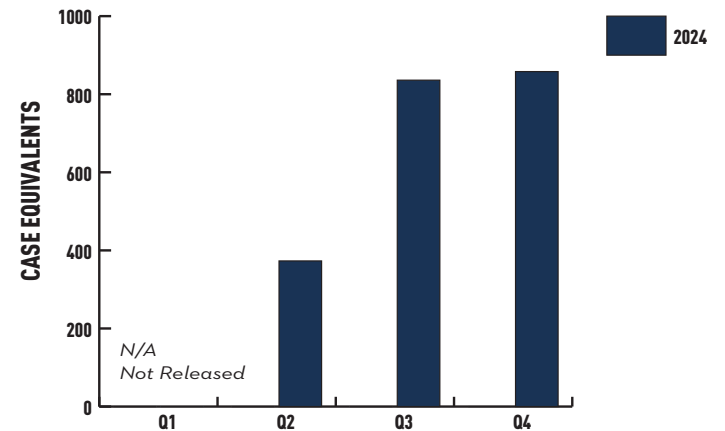
DIAMOND DUST
MURKY IPA



2023 YTD: 2,088 CE
2024 YTD PACE: 3,316 CE (+59%)



RAIN
PILSNER



2023 YTD: N/A - Not Released
2024 YTD PACE: 2,067 CE