



# WHOLESALE CALENDAR

2024 - 4<sup>TH</sup> QUARTER

## 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



GET STARTED



beer for good



PUREBREWING.ORG

## SPECIALTIES

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

SPECIALTY MURKY SINGLE & DOUBLE IPAS  
RELEASED EVERY FOUR WEEKS



**COASTAL TIES**  
Murky IPA

10/3



**WE ARE  
THE MIRAGE**  
Murky DIPA

10/17

Everywhere Collab



**LIQUID ALLUSION**  
Murky IPA

10/31

Karl Strauss Collab



**HOME FOR  
THE HOLIHAZE**  
Murky DIPA

11/14

Burgoin Beer Collab



**TROPICAL TRINITY**  
Murky IPA

11/27

GOAL Brewing Collab



**CATCH & RELEASE**  
Murky DIPA

12/12



**SUNRISE SET**  
Murky IPA

12/26

OTHER SPECIALTIES  
LIMITED AVAILABILITY



**DOUBLE PURE WEST**  
WC DIPA

10/3



**THE SERPENT'S HEAD**  
WC IPA

10/17

Ghost Town Collab



**COOL RIVER**  
Cold IPA

11/14



**BONSAI -  
BLACK PINE**  
WC DIPA

12/26

SEASONALS  
AVAILABLE ALL QUARTER



**RED ROCK RIDGE**  
Amber Ale

10/1

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



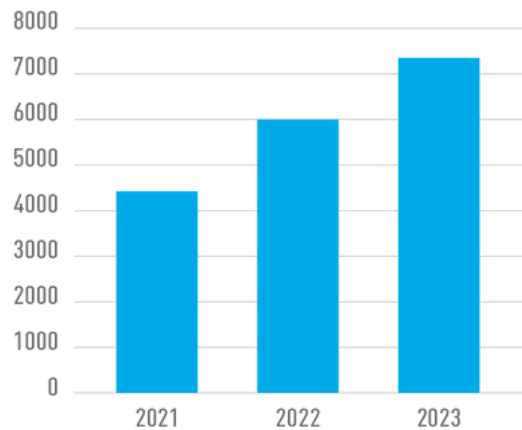
# PROOF IN THE NUMBERS

## SMALL BUT MIGHTY

2024 - 4<sup>TH</sup> QUARTER

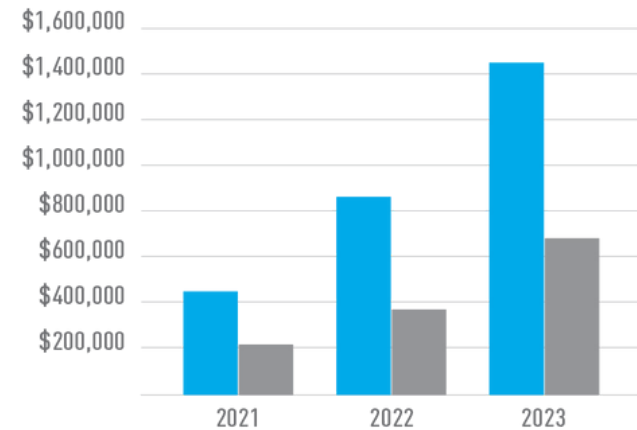
### ANNUAL BBLs BREWED

Double-digit growth YoY



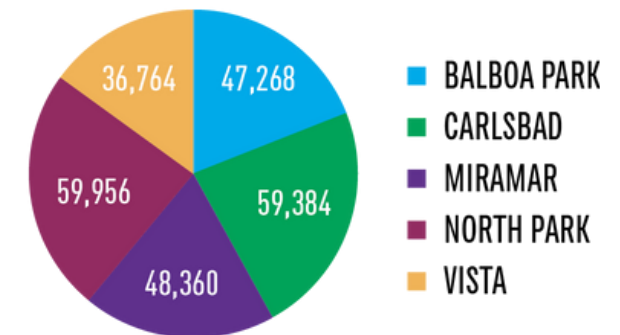
### ON/OFF-PREMISE GROWTH

+200% growth, continuing YoY



### TASTING ROOM GROWTH

Average of 250K+ patrons/year



### SALES PER POD IN SAN DIEGO (IRI DATA)

**52 WEEKS** 12th in sales per POD (\$15,918 annually/POD)

**4 WEEKS** 10th in sales per POD, only surpassed by 40k+ BBL breweries

(Russian River, Stone, Sierra Nevada, Pizza Port, New Belgium, Ballast, Coronado, Firestone)

### GIVING BACK

To date, we have donated over \$450,000 to environmental non-profits



beer for good



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