



WHOLESALE CALENDAR 2ND 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



LIMITLESS LIGHT
Murky DIPA

4/3



HIDDEN GOLD
Murky IPA

4/17



MURKELEY
Murky DIPA

5/1



MOONLIGHT SUMMIT
Murky IPA

5/15



HELLO SD
Murky DIPA

5/29



UNITED
Murky IPA

6/12



SOOTHING REPEAT
Murky DIPA

6/26

OTHER SPECIALTIES
LIMITED AVAILABILITY



SAKURA
WC IPA

4/3



DOUBLE DUTCH
DDH WC IPA

5/1



SOLAR TRADE
WC IPA

5/29



ECLIPSING ECHOES
WC DIPA

6/12



SEPENTS IN THE BRAMBLE
WC IPA

6/26

SEASONALS
AVAILABLE ALL QUARTER



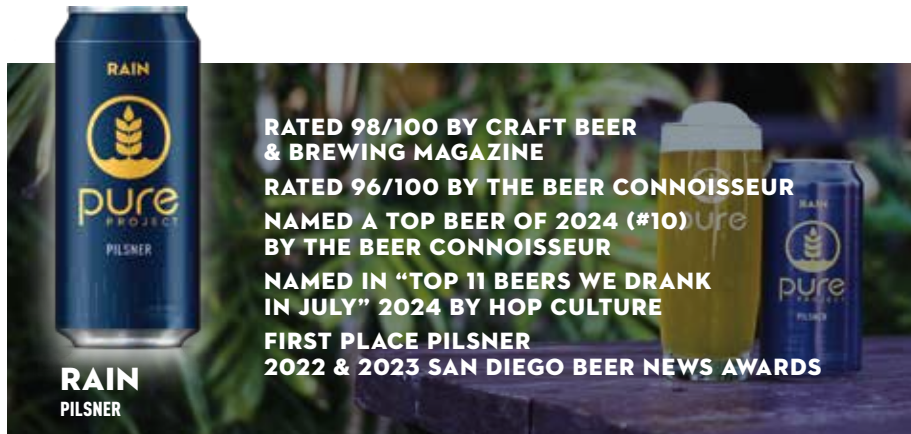
NEON BLOOM
Pale Ale

4/3

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

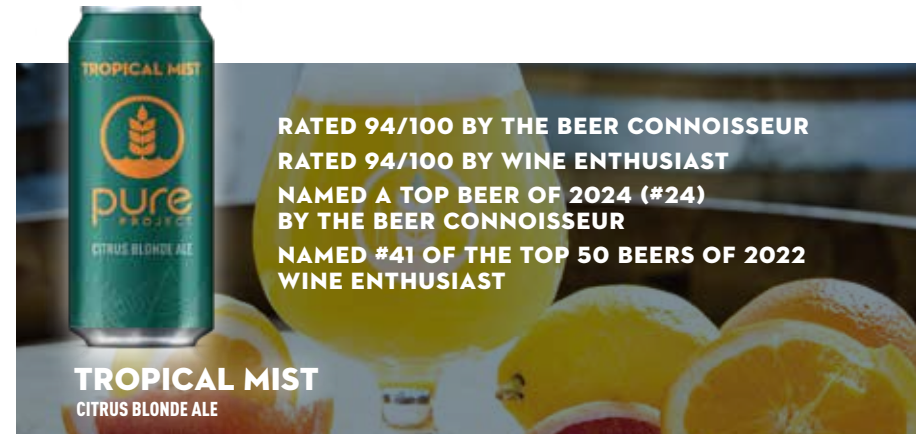


CORE BRANDS - AWARDS & ACCOLADES



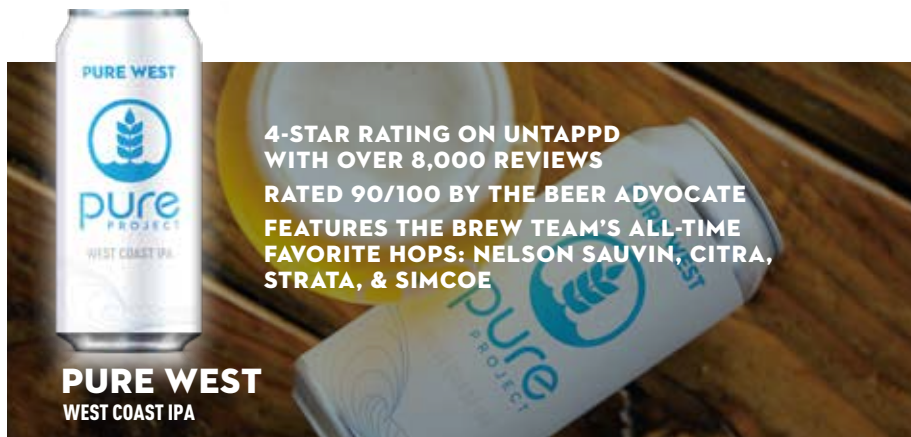
RAIN
PILSNER

RATED 98/100 BY CRAFT BEER & BREWING MAGAZINE
RATED 96/100 BY THE BEER CONNOISSEUR
NAMED A TOP BEER OF 2024 (#10) BY THE BEER CONNOISSEUR
NAMED IN "TOP 11 BEERS WE DRANK IN JULY" 2024 BY HOP CULTURE
FIRST PLACE PILSNER
2022 & 2023 SAN DIEGO BEER NEWS AWARDS



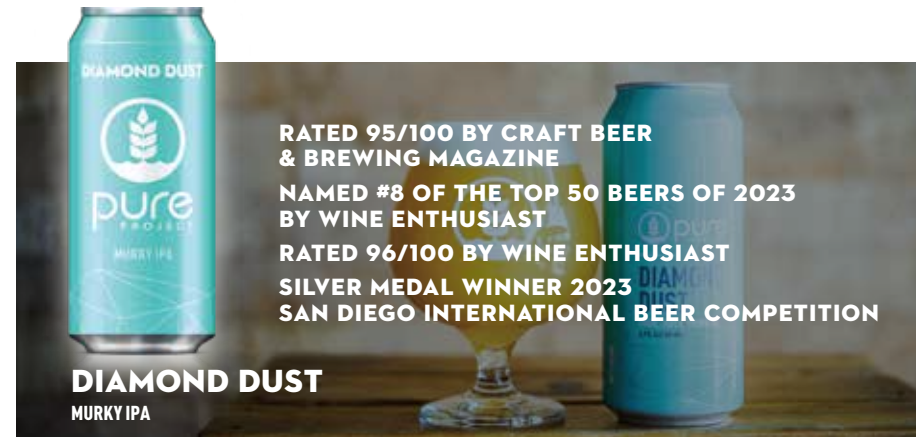
TROPICAL MIST
CITRUS BLONDE ALE

RATED 94/100 BY THE BEER CONNOISSEUR
RATED 94/100 BY WINE ENTHUSIAST
NAMED A TOP BEER OF 2024 (#24) BY THE BEER CONNOISSEUR
NAMED #41 OF THE TOP 50 BEERS OF 2022 WINE ENTHUSIAST



PURE WEST
WEST COAST IPA

4-STAR RATING ON UNTAPPD WITH OVER 8,000 REVIEWS
RATED 90/100 BY THE BEER ADVOCATE
FEATURES THE BREW TEAM'S ALL-TIME FAVORITE HOPS: NELSON SAUVIN, CITRA, STRATA, & SIMCOE



DIAMOND DUST
MURKY IPA

RATED 95/100 BY CRAFT BEER & BREWING MAGAZINE
NAMED #8 OF THE TOP 50 BEERS OF 2023 BY WINE ENTHUSIAST
RATED 96/100 BY WINE ENTHUSIAST
SILVER MEDAL WINNER 2023 SAN DIEGO INTERNATIONAL BEER COMPETITION

beer for good



THE
CLIMATE
LABEL
CERTIFIED

WE DONATE 1% OF ALL SALES (NOT JUST PROFITS) TO NONPROFITS THAT WORK TIRELESSLY TO PROTECT THE NATURAL PLACES WE LOVE. SO WITH PURE, YOU KNOW YOU'RE GETTING A BETTER PLANET IN A PINT GLASS.

