



# WHOLESALE CALENDAR 4<sup>TH</sup> 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



GET STARTED



beer for good



1%  
FOR THE  
PLANET



THE  
CLIMATE  
LABEL  
CERTIFIED

WWW.PUREBREWING.ORG

## SPECIALTIES

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

SPECIALTY MURKY SINGLE & DOUBLE IPAS  
EACH STYLE RELEASED EVERY FOUR WEEKS



**NOC-TURTLE**  
Murky IPA



**RETURN TO  
THE MIRAGE**  
Murky DIPA



**HOT LOVE**  
Murky IPA



**HOME FOR THE  
HOLIHAZE**  
Murky DIPA



**SUPER BETA**  
Murky IPA



**AUSTRALIS**  
Murky DIPA



**PARALLAX**  
Murky IPA

OTHER SPECIALTIES  
LIMITED AVAILABILITY



**MILLENNIUM BREAK**  
WC IPA



**FRESH WEST**  
Cryo-Fresh  
Hopped WC IPA



**PEAK ASCENSION**  
WC DIPA



**TRANQUIL TRAIL**  
WC IPA

SEASONALS  
AVAILABLE ALL QUARTER



**COLD CURRENT**  
Pale Ale

\*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**  
**SILVER MEDALIST AT THE 2025 SAN DIEGO COUNTRY FAIR BREW COMPETITION**  
**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**



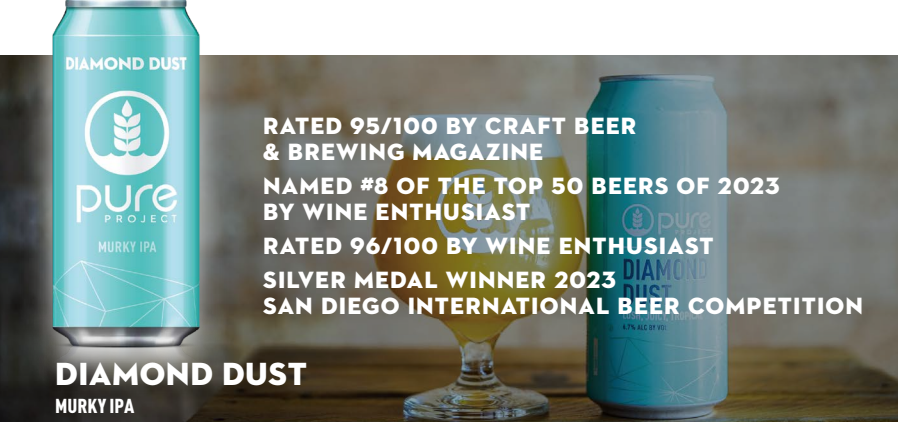
**TROPICAL MIST**  
CITRUS BLONDE ALE

**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

**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.

