



WHOLESALE CALENDAR 1ST QUARTER - 2026

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



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

1/8



LUNAR WINDOW
Murky DIPA

1/22



**PURE X: PLANETARY
ALIGNMENT**
Murky IPA

10th Anniversary Beer!

2/5



OTTER ROMP
Murky DIPA

Humble Sea Collab

2/19



ROCK HOPPER
Murky IPA

3/5



SURREAL LIFE
Murky DIPA

3/19



PURE FIRE
Murky IPA

Firestone Walker Collab

OTHER SPECIALTIES
LIMITED AVAILABILITY

1/8



COASTAL PROJECT
WC IPA

Craft Coast Collab

2/5



COSMIC DANCER
WC IPA

3/5



SECOND BREAK
WC IPA

3/19



SUN PEAK
WC DIPA

SEASONALS
AVAILABLE ALL QUARTER

1/8

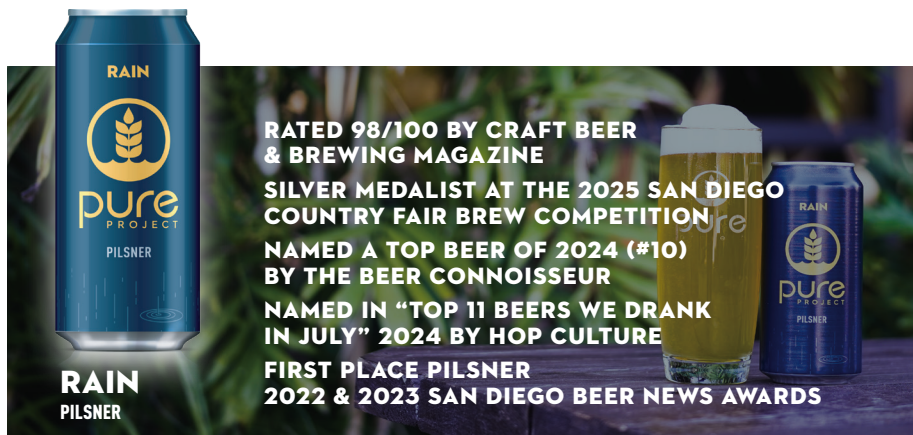


SUN RAYS LIKE STILTS
WC Pale Ale

*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
RATED 93/100 BY THE BEER CONNOISSEUR
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.

