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RHINESTONE SADDLES UP FOR SCOTTSDALE'S DREAMY DRAW MUSIC FESTIVAL NOVEMBER 7-8, 2025

New NA Beer Brand Built for the Drinking Crowd Brings its Western Grit and Cold-Crafted Brews to Scottsdale's Biggest Music Weekend

SCOTTSDALE, Ariz. (November 3, 2025) – Rhinestone, the bold new Arizona-born alcohol-free brew built for the drinking crowd, is rolling into this year's Dreamy Draw Music Festival November 7–8 in Scottsdale. The brand will debut its Rhinestone Rambler RV, serving up samples of its four alcohol-free brews to more than 10,000 festival-goers – and keeping the party going in the artist lounges all weekend long.

For Rhinestone, Dreamy Draw represents more than a music festival – it's a proving ground for what the brand stands for and activating its "Let's Get Western" ethos by getting cans into hands, showing up where the night gets started, and being part of the party – not the alternative to it.

Each of Rhinestone's four styles – Original, Mexican Lime, Desert Grapefruit and Blood Orange – are cold-crafted, alcohol-free brews with 0.0% ABV, 5 calories, zero carbs and gluten-free. Designed for the "drinking crowd" who still want to feel good enough to do it again tomorrow, Rhinestone is redefining what social drinking looks like.

"There's a whole crowd who wants to rally after the encore – not tap out early," said Rhinestone founder Dustin Johnson. "Events like Dreamy Draw remind us why Rhinestone exists – we're here for the rowdy ones who want to keep the night alive and wake up ready to ride again."

As Rhinestone continues to grow its retail footprint and expand its reach across Arizona, the Dreamy Draw activation marks another step in bringing the brand's "made for the ride" spirit to life – one cold can at a time.

About Rhinestone

Rhinestone is a bold new line of alcohol-free brews built to stand out as an alternative to traditional NA beers. Founded in Arizona in 2025, Rhinestone brings Western grit to a modern lifestyle with cold-crafted brews that allow you to 'drink all night and ride at dawn.' Crafted for people who like to drink, but want the freedom to pace themselves and still feel good the next day, Rhinestone delivers the flavor, energy and swagger of a beer – without the alcohol. Rhinestone is currently available in four styles – Original, Mexican Lime, Blood Orange, and Desert Grapefruit. The company, founded by entrepreneur and Arizona native Dustin Johnson, is expanding distribution locally and regionally, and building toward national growth. For more information, visit www.drinkrhinestone.com.

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