

EXPOSURE



BULLDOG BORN. BULLDOG BREWED.

Alumnus champions officially licensed craft beer

Story by [Fresno State](#)

April 3rd, 2025

In summer 2024, Fresno State athletics and Tioga-Sequoia Brewing Company announced the creation of Red Wave Light Lager, the officially licensed craft beer of Fresno State. While the project spanned three years, its completion fulfilled a decades-long dream for Tioga-Sequoia's president and Fresno State alumnus Michael Cruz.

During his time as a business administration marketing student in the Craig School of Business at Fresno State, Cruz interned for a local distributor who was working with Tioga-Sequoia's ownership group to bring the brand to market. After graduation, he forged his own

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path at the company, taking on various roles and special projects, but none more meaningful than collaborating with his alma mater on the Red Wave Light Lager.

The locally crafted beer is named in honor of the university's dedicated fan base, representing the Bulldog Spirit and passion that permeates throughout the Central Valley and the beloved hometown team that unites the community.

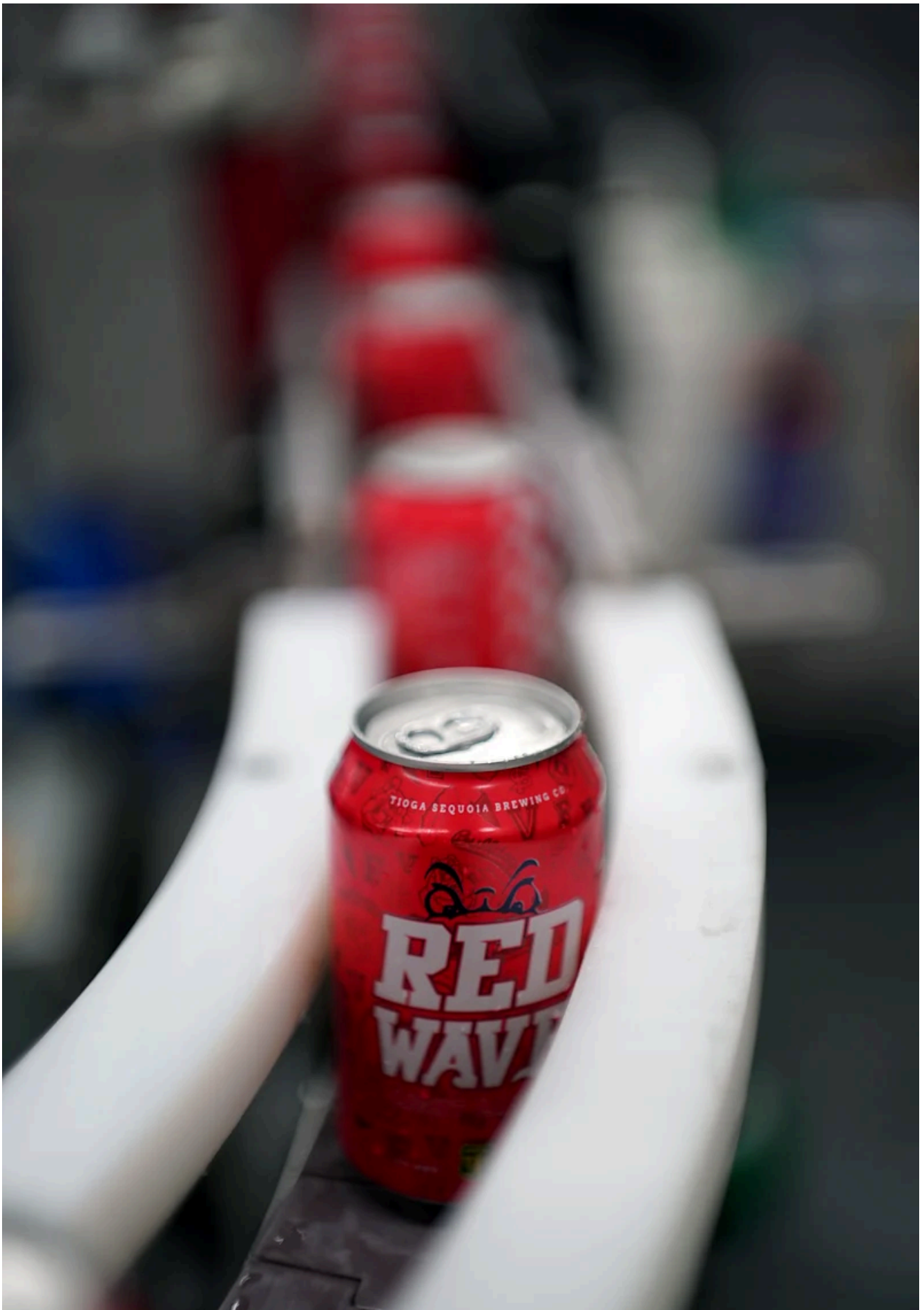
For Cruz and the entire brewery staff, many of whom are also Fresno State alumni, this project has been a labor of love and a testament to their deeply-rooted community pride, truly making Red Wave Light Lager "Bulldog Born. Bulldog Brewed."



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Brewed for gameday | Tioga Sequoia x Fresno State = Red Wave Light La...



The Red Wave Light Lager will be available for purchase at Fresno State's 51st annual Vintage Days on April 11 through 13. It is also available at Save Mart locations throughout the Central Valley, iconic bars and restaurants like Dog House Grill, various Fresno State athletic events, and Tioga Sequoia's taprooms in Downtown Fresno and Merced. As an officially licensed product, a portion of every purchase benefits Fresno State students in a unique and meaningful way.

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LEADING THE VALLEY AND BEYOND

Our alumni are making waves in countless industries throughout the Valley and beyond, fueled by the rigorous education, diverse opportunities and enduring network of their Bulldog experience. Whether you're a proud alum eager to give back or a community member grateful for the impact Fresno State has in our Valley life, there are many ways to take action and partner with us as we continue to grow a brighter future.

[Get Involved](#)

Footnote: *Video by Michael Wootten and Jeff Phillips, Photos by Cary Edmondson, Story by Victoria Cisneros Soto — University Marketing and Communications*

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