



DISTRIBUTOR
**RESOURCE
GUIDE**



BELL'S BREWERY, COMSTOCK, MI | 269.382.2338
BELL'SBEER.COM

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BREWERY INFORMATION

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CORPORATE OFFICE

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Galesburg, MI 49053
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WEBSITE: WWW.BELLSBEER.COM

DISTRIBUTOR PORTAL: PORTAL.BELLSBEER.COM



BREWERY REPRESENTATIVE(S):

ENTER TEAM CONTACT INFORMATION HERE:

AREA / MARKET MANAGER NAME:

AM/MM PHONE:

AM/MM EMAIL:

RANGER NAME:

RANGER PHONE:

RANGER EMAIL:



BREWERY HISTORY

Founded by Larry Bell as a homebrewing supply shop in 1983, Bell's Brewery sold its first beer on September 19, 1985. Beer was initially brewed in a 15-gallon soup kettle and the company has grown remarkably from its production of 135 barrels (1 barrel = 31 gallons) in 1986 to more than 464,000 barrels in 2017.

Originally self-distributed, Larry and his staff of nine employees bottled and delivered all the beer to market for the company's first four years. By 1989, Bell's was shipping more than 500 barrels annually and assigned its first Distributor to further establish itself across the state of Michigan. In 1993, Bell's became the first Michigan brewery to open an onsite pub since Prohibition.

After struggling several years to produce and sell full-bodied ales against a tide of mass-market domestic beer, Bell's began to see the demand for craft beer to grow dramatically and expanded into new markets. Bell's now sells beer across 40 states as well as Puerto Rico, and Washington, DC, through a network of 160 quality Distributors.

In 2003, Bell's opened our second brewery in nearby Comstock, Michigan, about seven miles east of Kalamazoo. This brewery has seen 10 major additions since then and encompasses around 385,000 square feet on a 32-acre site. The company currently employs around 600 people.

Construction of a 200-barrel brewhouse began in April 2011 and that space officially opened on May 14, 2012. Fourteen 400-barrel fermentation tanks, new grain handling facilities and an employee care area were also added. Beers are now mainly brewed on a 50-barrel and 200-barrel system and distributes more than 20 different year-round, seasonal and specialty beers (cans, bottles and kegs).

In 2014, a canning line capable of packaging 370 16oz cans per minute (or 500 12oz cans per minute) began packaging Two Hearted along with Bell's seasonal portfolio. Twelve additional 800-barrel fermenters were also added. In late December, the Bell's Bio-Energy Building came online to treat all process wastewater. A 2-acre Hop Yard is also located adjacent to the brewery (2018 saw the release of our first packaged beer brewed with hops grown at the brewery).

A ninth expansion added a new larger Bottling Hall, additional fermentation space (working toward a 1-million-barrel capacity) and a new Logistics Center in addition to employee and office space in 2016.

Bell's continues to invest in its brewing operations adding a pilot brewhouse (one in Kalamazoo and one in Comstock) along with a specialty bottling line (Comstock) in 2018, specifically focused on continuing the innovation Larry started more than three decades ago. Twelve additional 800-barrel fermenters were also added bringing the current total to 36.

BREWERY TIMELINE



1983

Larry Bell opens his homebrew supply shop under the name Kalamazoo Brewing Co.



1985

Bell's Brewery opens with a 15-gallon soup pot and one employee: Larry Bell.
Amber Ale



1987

Bell's Porter



1988

Kalamazoo Stout
Best Brown Ale
Special Double Cream Stout
Cherry Stout



1989

Surpass 1000 barrels brewed.
Expedition Stout



1990

2-barrel system.
Begin to distribute outside of Michigan (IN, IL, WI).



1991

First Eccentric Day.



1992

15-barrel system.
Solsun Ale (now **Oberon Ale**)



1993

Receive classification as a Microbrewery.
Tasting room, The Eccentric Café, opens (the first of its kind in the state of Michigan since prohibition).



1996

Beer garden and bandshell added at The Eccentric Café.
Surpass 15,000 barrels brewed.



1997

30-barrel system.
Begin partnership with local farmers for spent grain.
Two Hearted Ale



2003

50-barrel system.
Comstock Brewery opens.
Surpass 40,000 barrels brewed.
Winter White Ale



2004

Adopt-a-Highway partnership begins with 2 miles of highway.
Lager of the Lakes



2008

Green roof added to Comstock Brewery.
Surpass 100,000 barrels brewed.



2010

Oarsman Ale
Surpass 150,000 barrels brewed.



2012

Geothermal field installed.
200-barrel brewhouse added during brewery expansion.
Bell's Brewery is 100% owned by the Bell family (Larry, Laura & David).



2014

Bell's cans premiere.
Surpass 300,000 barrels brewed.



2015

Hop field planted over Geothermal field.
Waste water treatment facility built.
Bell's celebrates 30th anniversary with Funvitational.



2017

Surpass 525 employees.
Adopt 2 miles of the Kalamazoo River Valley Trail.
Surpass 450,000 barrels brewed.

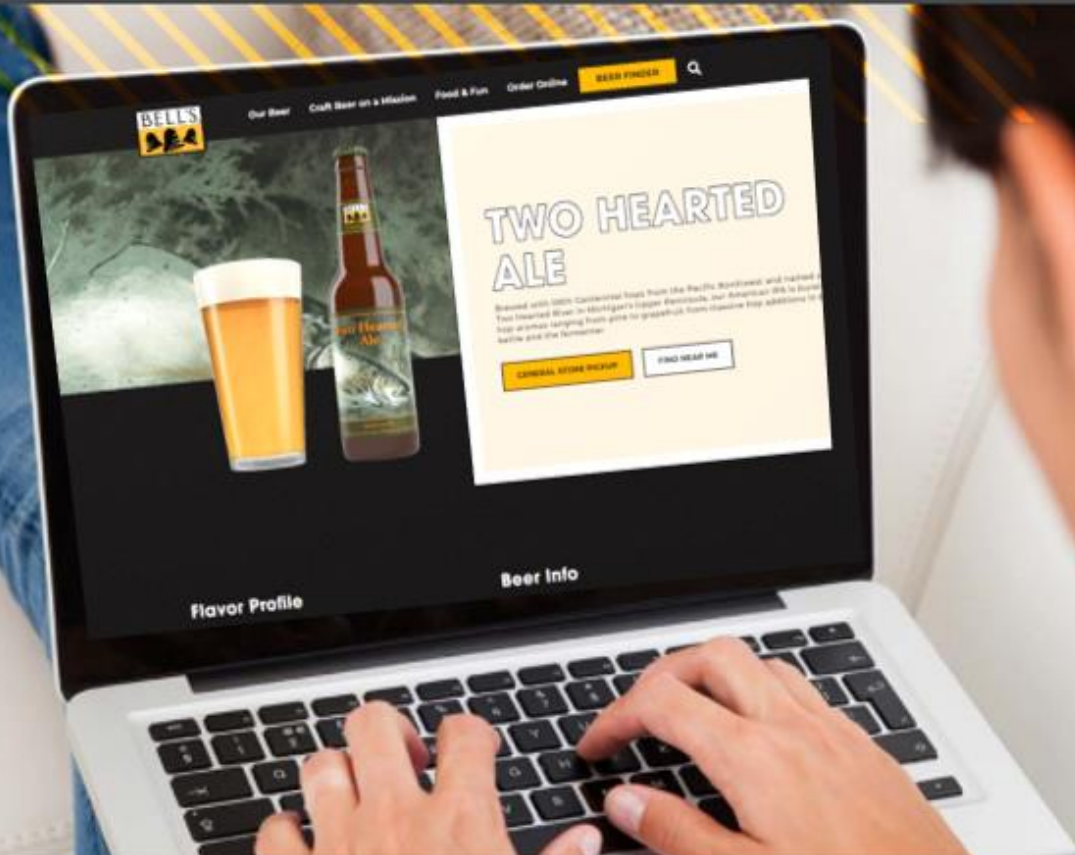


2019

Official Hazy IPA
New pilot system and innovation pipeline added.



Bell's Sustainability Initiatives



COMMUNICATIONS RESOURCES

BELLSBEER.COM

If you have a question about our beer or anything about our brewery, this is where to go. From news about upcoming beer releases to selecting the right foods to pair with them, our website is one of our main communications outlets. We are always adding new content. Here are some great resources you can find right now:

Our Beer Finder: Updates based on VIP data and recent deliveries. Users can search by city and state or by zip code. Use it to find any or all our beers. Info can be emailed/shared via a custom link. This is one of our most visited pages.

Beer Availability Calendar: Use this tool to plan for upcoming releases, events and promos.

Our Blog: Where we post press releases, tap lists for special events, news about the brewery and more. Visit often to see what new content including brand videos, is available to share and use that can benefit us all.

Events Calendar: Where we list information about upcoming beer dinners, tappenings, tastings and more.

History: From Larry Bell's 15-gallon soup pot to our most current construction project, learn more about how Bell's got to be the 7th largest craft brewery in the United States. You can also find information about our Pub (Bell's Eccentric Café), our General Store and Upper Hand, our sister brewery in Escanaba, Michigan.

Our Beer Portfolio: Also includes food, cheese and dessert pairing suggestions.

SOCIAL MEDIA

Our reach on social media is diverse and growing, but for us, it's less about Likes and Follows and more about engagement. We use social media to help continue the conversations that are ongoing with our fans. Below is where you can find and connect with Bell's on social media.

Facebook: Two pages: "Bell's Eccentric Café" and "Bell's Brewery" – Brewery news, upcoming beer releases, recipes, blog posts, and event info. This is also where we celebrate our fans' passion. Feel free to tag our official page in your posts.

Twitter: Brewery news, upcoming beer releases, recipes, blog posts and event info. Our handle is @BellsBrewery. Tag us in your posts so that we can easily find them and potentially re-tweet.
TIP: Never start a tweet with a user's handle, unless you only want your followers and those of the handle to see the message – use a period (.) at the start or rework the wording of your post to ensure maximum visibility.

Snapchat: Real-time snapshots of our breweries, events, beers, pub and more!
Add us with username "bellsbrewery."

Instagram: Behind the scenes glimpses, brewery news, share fan photos. Our handle is @BellsBrewery. Our fans also use the hashtags #BellsBeer and #BellsBrewery.

Google+: Brewery news, upcoming beer releases, recipes, blog posts and event info.

Email Newsletter: You can sign up [here](#).

YouTube: Branded videos as well as those that focus on our sponsored events, behind the scenes glimpses as well as our process along with more entertaining options.

Pinterest: Recipes, new merchandise, sustainability, crafts and more.

LinkedIn: Career opportunities, insight into who we are as a company. We also use this channel to introduce potential employees (and our fans) to the Bell's culture.

TOURS

In addition to free public guided tours (times and locations will vary), we always encourage our partners at the Distributor and retail level to visit us and see firsthand where we brew our beer. Our tour guides can walk you through the complete Bell's history, our entire brewing and packaging process and even tailor your tour experience to cover your specific topics in greater detail. Please work with your Lead Brewery Representative to schedule a tour that best suits your needs. If you are ever in the area and want to join one of our scheduled tours, info can be found at bellsbeer.com/visit/tours/.

We hope to see you soon.



PRODUCT INFORMATION



SHELF LIFE

BRAND NAME	SHELF LIFE	CODE	NOTES
FLAGSHIP: Brands with year-round availability <i>(subject to availability by state)</i>			
Bell's Amber Ale	6 months	6mos/6mo	
Bell's Kalamazoo Stout	6 months	6mos/6mo	
Bell's Lager of the Lakes	3 months	3mos/3mo	
Bell's Porter	6 months	6mos/6mo	
Bell's Official	6 months	6mos/6mo	
Bell's No, Yeah	6 months	6mos/6mo	
Bell's Light Hearted Ale	6 months	6mos/6mo	
Bell's Two Hearted Ale	6 months	6mos/6mo	
SEASONAL: Brands whose availability is tied to a specific time period			
Bell's Rind Over Matter	6 months	6mos/6mo	
Bell's Oberon Ale	6 months	6mos/6mo	
Bell's Bright White Ale	6 months	6mos/6mo	
Bell's LoSun	6 months	6mos/6mo	
LL Flamingo Fruit Fight	6 months	6mos/6mo	
SPECIALTY/SINGLE BATCH: Brands brewed in limited quantities, or with sporadic availability			
Bell's Best Brown Ale	6 months	6mos/6mo	
Bell's Black Note Stout	Unlimited	UNL	
Bell's Cherry Stout	12 months	12mos/12mo	
Bell's Christmas Ale	6 months	6mos/6mo	
Bell's Consecrator Doppelbock	3 months	3mos/3mo	
Bell's Expedition Stout	Unlimited	UNL	Designed for vintage aging
Bell's Hopslam Ale	3 months	3mos/3mo	
Bell's Hopsolution	3 months	3mos/3mo	
Bell's Double Hearted Ale	3 months	3mos/3mo	
Bell's Octoberfest Beer	3 months	3mos/3mo	
Bell's Special Double Cream Stout	12 months	12mos/12mo	
Bell's The Orade	3 months	3mos/3mo	
Bell's Sparkleberry Ale	6 months	6mos/6mo	
Third Coast Ale	Unlimited	UNL	Designed for vintage aging



PRODUCT RUN NUMBERS (PRN)

BOTTLES

Bell's codes two areas of each bottle. The first place is coded on the shoulder of the bottle itself. The code contains the date, time filled (military time), PRN and serial number. In the example to the left, it was packaged on October 25, 2016 at 3:26am. "16626" is the PRN and it was the 58,524th bottle to be filled.

The second location is coded on the back of the label; and it contains the PRN, package date and shelf life. In the example to the left, "16353" is the PRN. The acronym "PKG" means packaged, and the date is the actual date of packaging. This label also shows that this beer has an unlimited shelf life.

Additionally, the carton is coded with the package date, time filled, shelf life, PRN and serializer. In the example to the left, it was packaged on March 15, 2017 at 11:44pm and has a shelf life of 6 months. Its PRN is "17589" and the serial number "002625" means it was the 2,625th case to be palletized.

CANS

The bottom of the cans are coded with the PRN, time filled package date and sterilizer. In the example to the left, "16356" is the PRN. It was packaged at 1:01pm on August 29, 2016, and this was the 69,260th can to be filled.

The side of the cans include the shelf life. In the example to the left, the shelf life is 6 months.

Additionally, the carton is coded with the PRN, package date, shelf life, time filled and serializer. In the example to the left, it was packaged on July 6, 2017, at #:33am, and has a shelf life of 6 months. Its PRN is 18704 and the serial number "0001715" means it was the 1,715th can to be filled.

KEGS

The side of each keg is printed via video jet with the brand, package date, PRN, time filled and serializer. In the example to the left, Oberon Ale was packaged on March 16, 2017. The PRN is 17580, packaged at 7:04pm, and was the 213th keg to be filled.



PRODUCT INFORMATION



LAGER OF THE LAKES - Following in the tradition of Czech Pilsners, this crushable lager offers a combination of firm malt and herbal hop bitterness.

5% - ABV 34 - IBU 153 - Calories (12oz serving)

Lager of the Lakes 1/2BBL	Lager of the Lakes 1/4BBL	Lager of the Lakes 4/6 Case Btl	Lager of the Lakes 6 Pack Btl	Lager of the Lakes 12oz Btl
7 40522 10165 5	7 40522 12165 3	7 40522 10160 0	7 40522 10163 1	7 40522 10161 7
Lager of the Lakes 2/12 Tray Can	Lager of the Lakes 12 Pack Can	Lager of the Lakes 4/6 Case Can	Lager of the Lakes 6 Pack Can	Lager of the Lakes 12oz Can
7 40522 11167 8	7 40522 11166 1	7 40522 11169 2	7 40522 11168 5	7 40522 11165 4



AMBER ALE - Features both toasted and sweet caramel notes from carefully selected malts, balanced with herbal and citrus hop aromas. Capped by a clean bitterness.

5.8% - ABV 32 - IBU 184 - Calories (12oz serving)

Amber Ale 1/2BBL	Amber Ale 1/4BBL	Amber Ale 2/12 Tray Btl	Amber Ale 12 Pack Btl	Amber Ale 4/6 Case Btl	Amber Ale 6 Pack Btl	Amber Ale 12oz Btl
7 40522 10025 2	7 40522 12025 0	7 40522 10067 2	7 40522 10026 9	7 40522 10020 7	7 40522 10023 8	7 40522 10021 4



KALAMAZOO STOUT- This smooth, full-bodied stout offers a blend of aromas and flavors of dark chocolate and freshly roasted coffee, balanced with a significant hop presence.

6% - ABV 51 - IBU 221 - Calories (12oz serving)

Kalamazoo Stout 1/2BBL	Kalamazoo Stout 1/4BBL	Kalamazoo Stout 4/6 Case Btl	Kalamazoo Stout 6 Pack Btl	Kalamazoo Stout 12oz Btl
7 40522 10045 0	7 40522 12045 8	7 40522 10040 5	7 40522 10047 4	7 40522 10041 2

PRODUCT INFORMATION



OFFICIAL - Two of our favorite ingredients come together in the brewhouse; pungent American hops and delicious wheat malt. This Hazy IPA is double dry-hopped (a combination of Mosaic, Citra, Azzaca, Amarillo, El Dorado hops) resulting in complex peach, stone fruit and tropical notes with a dry finish and balanced bitterness.

6.4% - ABV 45 - IBU 187- Calories (12oz serving)





Official 1/2BBL	Official 1/4BBL	Official 4/6 Case Btl	Official 6 Pack Btl	Official 12oz Btl	Official 6/4 Case Can	Official 4 Pack Can
 7 40522 10965 1	 7 40522 12965 9	 7 40522 10960 6	 7 40522 10963 7	 7 40522 10961 3	 7 40522 11962 9	 7 40522 11963 6

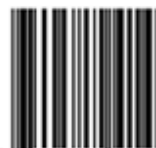


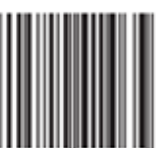

Official 16oz Can	Official 2/12 Can Tray	Official 12 Pack Can	Official 12oz Can	Official 4/6 Case Can	Official 6 Pack Can
 7 40522 11964 3	 7 40522 11967 4	 7 40522 11966 7	 7 40522 11965 0	 7 40522 11969 8	 7 40522 11968 1



NO, YEAH - No, Yeah is an easy-drinking beer that's bright and fun, both inside and out. The label and design play into the meme culture that pokes fun at Midwestern Politeness. Attention-grabbing and fresh, this Golden Ale stands out on the shelf and, just like many of the Midwestern phrases we use, demands repeating. Just a really nice beer.

4.5% - ABV 20 - IBU 144 - Calories (12oz serving)

No, Yeah 1/2BBL	No, Yeah 1/4BBL	No, Yeah 4/6 Case Btl	No, Yeah 6 Pack Btl	No, Yeah 12oz Btl
 7 40522 40465 7	 7 40522 42465 5	 7 40522 40460 2	 7 40522 40463 3	 7 40522 40461 9

No, Yeah 2/12 Tray Can	No, Yeah 12 Pack Can	No, Yeah 12oz Can	No, Yeah 4/6 Case Can	No, Yeah 6 Pack Can
 7 40522 41467 0	 7 40522 41466 3	 7 40522 41465 6	 7 40522 41469 4	 7 40522 41468 7

PRODUCT INFORMATION



PORTER– Notes of chocolate, coffee and roasted barley are offset with just a slight hop bitterness.

5.6% - ABV 18 - IBU 183 - Calories (12oz serving)

Porter 1/2BBL	Porter 1/4BBL	Porter 4/6 Case Btl	Porter 6 Pack Btl	Porter 12oz Btl
7 40522 10035 1	7 40522 12035 9	7 40522 10034 4	7 40522 10030 6	7 40522 10031 3



Light Hearted Ale– Aromatic, balanced and incredibly easy-drinking. Centennial and Galaxy hops result in citrus and pine aromas, while a variety of specialty malts help give this Lo-Cal IPA its body and flavor.

3.7% - ABV 36 - IBU 110 - Calories (12oz serving)

Light Hearted Ale 1/2BBL	Light Hearted Ale 1/4BBL	Light Hearted Ale 2/12 Tray Can	Light Hearted Ale 12 Pack Can	Light Hearted Ale 12oz Can	Light Hearted Ale 4/6 Case Can	Light Hearted Ale 6 Pack Can
7 40522 40275 2	7 40522 42275 0	7 40522 41277 5	7 40522 41276 8	7 40522 41278 2	7 40522 41279 9	7 40522 41278 2



Hopsolution Ale – A remarkably drinkable Double IPA that pays tribute to one of Mother Nature’s finest creations. Several hop varieties combine for massive aromas of tropical fruit, citrus and pine. A mild caramel malt character and dry finish provide balance. *Available year-round in: MI, WI, IN, IL, OH, MN.

8% - ABV 60 - IBU 233 - Calories (12oz serving)

Hopsolution Ale 1/2BBL	Hopsolution Ale 1/4BBL	Hopsolution Ale 4/6 Case Btl	Hopsolution Ale 6-Pack Btl	Hopsolution Ale 12oz Btl
7 40522 10715 2	7 40522 12715 0	7 40522 10710 7	7 40522 10713 8	7 40522 10711 4

PRODUCT INFORMATION



TWO HEARTED ALE – Brewed with 100% Centennial hops from the Pacific Northwest and named after the Two Hearted River in Michigan’s Upper Peninsula, our American IPA is bursting with hop aromas ranging from pine to grapefruit from massive hop additions in both the kettle and the fermenter. Perfectly balanced with a malt backbone and combined with the signature fruity aromas of Bell’s house yeast, Two Hearted is remarkably drinkable and well suited for adventures everywhere.

7% - ABV 60 - IBU 212 - Calories (12oz serving)

Two Hearted Ale 1/2BBL	Two Hearted Ale 1/4BBL	Two Hearted Ale 4/6 Case Btl	Two Hearted Ale 6 Pack Btl
 7 40522 10085 6	 7 40522 42275 0	 7 40522 10080 1	 7 40522 10083 2
Two Hearted Ale 12oz Btl	Two Hearted Ale 19.2oz Can	Two Hearted Ale 19.2oz - 15 Pack Can	Two Hearted Ale 24/12 Loose Pack Btl
 7 40522 10081 8	 7 40522 12086 1	 7 40522 13083 9	 7 40522 12081 6
Two Hearted Ale 6/4 Case Can	Two Hearted Ale 4 Pack Can	Two Hearted Ale 16oz Can	Two Hearted Ale 2/12 Tray Can
 7 40522 11082 4	 7 40522 11083 1	 7 40522 11084 8	 7 40522 11087 9
Two Hearted Ale 12 Pack Can	Two Hearted Ale 4/6 Case Can	Two Hearted Ale 6 Pack Can	Two Hearted Ale 12oz Can
 7 40522 11086 2	 7 40522 11085 5	 7 40522 11089 3	 7 40522 11088 6

PRODUCT INFORMATION



WHEAT SERIES

LoSun – Bright and smooth with subtle citrus hop aromas, this easy-drinking wheat ale is only 110 calories and sessionable any time of the day.

4% - ABV 20 - IBU 110 - Calories (12oz serving)

LoSun 1/2BBL	LoSun 1/4BBL	LoSun 2/12 Tray Btl	LoSun 12 Pack Btl	LoSun 4/6 Case Btl
LoSun 6 Pack Btl	LoSun 12oz Btl	LoSun 6/4 Case Can	LoSun 4 Pack Can	LoSun 16oz Can
LoSun 2/12 Tray Can	LoSun 12 Pack Can	LoSun 4/6 Case Can	LoSun 6 Pack Can	LoSun 12oz Can



Oberon – Oberon is a wheat ale fermented with our signature house ale yeast, mixing a spicy hop character with mildly fruity aromas. The addition of wheat malt lends a smooth mouthfeel, making it a classic summer beer.

5.8% - ABV 25 - IBU 187 - Calories (12oz serving)

Oberon 1/2BBL	Oberon 1/4BBL	Oberon 2/12 Tray Btl	Oberon 12 Pack Btl	Oberon 4/6 Case Btl	Oberon 6 Pack Btl	
Oberon 12oz Btl	Oberon 5L Keg	Oberon 19.2oz Can	Oberon 15Pack Case 19.2oz Can	Oberon 6/4 Case Can	Oberon 4 Pack Can	
Oberon 16oz Can	Oberon 2/12 Tray Can	Oberon 12 Pack Can	Oberon 12oz Can	Oberon 4/6 Case Can	Oberon 6 Pack Can	Oberon 24/12 Loose Pack Btl

PRODUCT INFORMATION

WHEAT SERIES



RIND OVER MATTER– Brewing beer isn't just a collection of ingredients and techniques; it takes an act of will. With a dash of real lemon and orange zest, this wheat ale is bright and refreshing, joining Oberon and LoSun as part of our rotational Wheat Series. It's more than the sum of its parts, it's Rind Over Matter.

5% - ABV 20 - IBU 160 - Calories (12oz serving)

Rind Over Matter 1/2BBL	Rind Over Matter 1/4BBL	Rind Over Matter 2/12 Tray Btl	Rind Over Matter 12 Pack Btl	Rind Over Matter 4/6 Case Btl
Rind Over Matter 6 Pack Btl	Rind Over Matter 12oz Btl	Rind Over Matter 6/4 Case Can	Rind Over Matter 4 Pack Can	Rind Over Matter 16oz Can
Rind Over Matter 2/12 Tray Can	Rind Over Matter 12 Pack Can	Rind Over Matter 4/6 Case Can	Rind Over Matter 6 Pack Can	Rind Over Matter 12oz Can



Quite Bright – Fermented with a Belgian ale yeast strain, this lighter alternative to dark winter beers offers fruit esters, with notes of bubblegum and banana followed by a dry finish.

5% - ABV 21 - IBU 153 - Calories (12oz serving)

Quite Bright 1/2BBL	Quite Bright 1/4BBL	Quite Bright 2/12 Tray Btl	Quite Bright 12 Pack Btl	Quite Bright 4/6 Case Btl
Quite Bright 6 Pack Btl	Quite Bright 12oz Btl	Quite Bright 6/4 Case Can	Quite Bright 4 Pack Can	Quite Bright 16oz Can
Quite Bright 2/12 Tray Can	Quite Bright 12 Pack Can	Quite Bright 4/6 Case Can	Quite Bright 6 Pack Can	Quite Bright 12oz Can

PRODUCT INFORMATION



Double Two Hearted Ale – Everything you love about our classic Two Hearted Ale... now in a double IPA. With two and a half times the amount of Centennial hops, Double Two Hearted has intense pine and citrus notes, a resinous hop aroma and rich malt character.

11% - ABV 80 - IBU 304 - Calories (12oz serving)






Double Two Hearted 1/4BBL	Double Two Hearted Tray 6/4/16 Can	Double Two Hearted 4pk 16oz Can	Double Two Hearted 16oz Can
			
7 40522 12425 8	7 40522 11422 8	7 40522 11423 5	7 40522 11424 2





Hopslam Ale – Starting with six different hop varieties added to the brew kettle and culminating with a massive dry-hop addition of Simcoe hops, Bell's Hopslam Ale possesses the most complex hopping schedule in the Bell's repertoire.

Selected specifically because of their aromatic qualities, these Pacific Northwest varieties contribute a pungent blend of grapefruit, stone fruit and floral notes. A generous malt bill and a solid dollop of honey provide just enough body to keep the balance in check, resulting in a remarkably drinkable rendition of the Double IPA style.

10% - ABV 60-65 - IBU 294 - Calories (12oz serving)

Hopslam Ale 1/2BBL	Hopslam Ale 1/4BBL	Hopslam Ale 4/6 Case Can	Hopslam Ale 6Pack Can	Hopslam Ale 12oz Can
				
7 40522 10425 0	7 40522 12425 8	7 40522 11429 7	7 40522 11428 0	7 40522 11425 9

Hopslam Ale Tray 6/4/16 Can	Hopslam Ale 4Pack 16oz Can	Hopslam Ale 16oz Can
		
7 40522 11422 8	7 40522 11423 5	7 40522 11424 2

PRODUCT INFORMATION

VARIETY PACKS



Box Of Hearts Variety 12 Pack – We have something for all those Two Hearted and IPA lovers out there: Box of Hearts, our first ever Hearted Family Variety Pack. This 12-pack includes our iconic American IPA, it's Lo-Cal sibling Light Hearted Ale, as well as two new releases: Black Hearted a Black IPA and Cold Hearted, a Cold IPA only available our General Store in Downtown Kalamazoo – until now.

Two Hearted Ale – American IPA brewed with 100% Centennial hops, citrusy and piney.

Light Hearted Ale – Citrus, pine and floral character of the hops with great malt balance but at just 110 calories.

Black Hearted – Black IPA. Citrus, pine and stone fruit aromas.

Cold Hearted – Cold IPA, a citrusy and piney IPA fermented with lager yeast to drive crispness and drinkability.

Box of Hearts 12oz 12 Pack Btl	Box of Hearts 2/12 Tray Btl
7 40522 40346 9	7 40522 40347 6



Flamingo Fighter Flight Variety 12pk – Our flamingos are back, with our newest variety pack. Fighter Flight is a collection of four Flamingo Fruit Fight variants, returning Raspberry and three new fighters – Blood Orange, Ginger Lime and Cherry. A perfect pack for those summer get togethers, Fighter Flight highlights everything we love about the series: sessionable, crushable and refreshing ales brewed with fruit.

- Raspberry Flamingo Fruit Fight - 5% - ABV
- Ginger Lime Flamingo Fruit Fight - 4.0% - ABV
- Cherry Flamingo Fruit Fight - 4.5% - ABV
- Blood Orange Flamingo Fruit Fight - 4.5% - ABV

Flamingo Fruit Fight Variety 2/12 Can	Flamingo Fruit Fight Variety 12pack Can
7 40522 41347 5	7 40522 41346 8



IPA Variety 12 Pack – IPAs pack a wide range of tropical and fruity hop aromas, and this variety pack is full of them. Two of our favorites: Two Hearted Ale and Official, as well as two exclusives: Juicy Gossip, a juicy session IPA that's bursting with flavor while keeping the ABV a respectable 4.7%, and West Coast Hazy, an IPA that's big and juicy with tropical hop aromas. Building on the popularity of both IPAs and the growth of variety packs, this offering is perfect for the craft beer fan who wants to taste the range of options Bell's has to offer.

IPA Variety 2/12 Tray Can	IPA Variety 12pack Can
7 40522 41597 4	7 40522 41596 7

HANDLING GUIDELINES

SHIPPING AND HANDLING

- All shipping arrangements and freight charges are the responsibility of the Distributor.
- Pickup at the designated Bell's location shall be scheduled at least 24 hours in advance.
- Any trip in excess of 6 hours must be shipped via refrigerated container.
- Excessive heat and/or cold can and will damage product.
- Rougher handling of beer will require greater settling time for product (steps, keg drops).
- Kegs should never be dropped intentionally without proper assistance (pads, etc).

WAREHOUSING

- All products and packages must be stored at a temperature between 33° and 50°F in all portions of a warehouse and for delivery.
- Rotation of inventory is critical. First in, first out is essential to maintain fresh beer in the market.
- All Bell's products delivered to retailer from Distributor's warehouse must have a minimum of 30 days of shelf life remaining unless delivery is approved in advance by Bell's and retailer receiving delivery.
- Any Out-of-Code beer in Distributor's warehouse must be destroyed.

RETAILER

- All products and packages must be stored at a temperature between 33° and 50°F in all portions of a retail account.
- Bell's package products are granted a 30-day grace period for room-temperature (maximum 77°F) storage at retail accounts only and must be kept out of direct sunlight.
- Proper rotation of product on retail shelves and in retail storage areas is critical. Oldest product must be placed at front of shelves facing consumers.
- Avoid extreme temperatures, or temperature swings.
- Allow draught beer to settle 24 hours after delivery before serving.
- Draft systems must be maintained in accordance with the Brewer's Association Draft Quality Manual which can be downloaded from <http://www.draughtquality.org/> .
- Any out of code beer at retail must be picked up and immediately returned to distributor for destruction.

CONSUMER

- Bottles must be stored upright.
- The more constant the temperature the better quality of the product.
- Serving suggestion is to pour gently into a glass, leaving sediment behind.

PROPERTIES OF UNFILTERED BEER

- Draught beer may have a range of clarity from slightly cloudy to clear and bright.
- Draught beer will increase in clarity as it settles. Bottled ales will contain slight yeast sediment at the bottom of the bottle.



BEER ORDERING AND DEPOSITS

DEPOSITS

- Beer must be ordered using the Distributor Portal at <http://portal.bellsbeer.com> by an authorized user. For help, contact the portal administrator at portal@bellsbeer.com.
- Orders must be placed a minimum of four weeks in advance. For example, if an order is placed on Friday the 1st, the pickup date can be no sooner than Thursday the 28th.
- The deadline for orders in each four-week order cycle is 11:59p.m. EST on Friday.
- Orders will be approved by 2p.m. EST the following Monday.
- The order process is as follows:
 - Draft Orders: Orders are created manually or imported from a CSV file. As the order is being created the status is "Draft". You can save your order as a draft and come back to it as needed.
 - Submitted Orders: Once the order is submitted with all required criteria the order status becomes "Submitted." Submitted orders can be modified until the end of the day of request or until the order has been approved. Once an order is approved, a new order will need to be made if additional beer is needed.
 - Approved Orders: Your Bell's Brewery Rep will review the requested order, make any required changes, and acknowledge the order as "Approved."
 - Confirmed Orders: Upon approval the order is transferred to Bell's production facility where the order is checked for deliverability date and beer availability. You will be notified in the event of a change; otherwise, your order will be updated as "Confirmed."
 - Invoiced Orders: Upon pick up, the order will be submitted for invoicing and set to status "Invoiced."
 - Bell's does not create back-orders. If a product is not available and a Distributor wants to order that product, it should be re-ordered in the next ordering cycle.
- It is requested that brands be ordered in full pallet quantities when possible. When ordering less than a full pallet, beer must be ordered in full layers.
- A \$30 deposit for every keg ordered is added to each invoice.
- A \$4 charge will be added to every pallet shipped with beer. This is a non-refundable, non-returnable charge for states that return cooperage via SLG. States that return their own cooperage will receive a \$4 refund for reusable pallets (per Bell's discretion) holding returned kegs only.

DIMENSIONS

	DIAMETER	HEIGHT	LENGTH	WIDTH
KEG				
Half BBL	16.125"	23.375"		
Qtr BBL	11.125"	23.375"		
CAN				
24 pack case		6.2"	16.125"	11.125"
24 pack case 19.2oz		9.375"	15.75"	10.5"
12 pack		4.875"	7.906"	10.438"
12 pack (19.2oz)		9.375"	10.063"	7.625"
15 pack (19.2oz)		9.375"	13.125"	7.875"
6 pack		4.875"	5"	7.75"
4 pack (16oz)		6.2"	5.375"	5.375"
BOTTLE				
24 pack case		9.375"	15.750"	10.5"
24 loose pack		9.01"	14.13"	9.15"
12 pack		9.375"	10.063"	7.625"
6 pack		7.938"	7.563"	5.125"
4 pack		9.125"	5.0625"	5.0625"
OTHER				
Mini Keg Case		10"	14.5"	7.25"
Mni Keg pallet			44"	44"
Standard Pallet			48"	40"

PALLET QUANTITIES

	PER LAYER	# OF LAYERS	TOTAL
15.5gal Half BBL	8	1	8
7.75gal Qtr Tall BBL	16	1	16
Firkin	8	1	8
Mni Keg case	18	5	90
24/12oz case (btl)	12	5	60
24/12oz case (can)	12	7	84
24/16oz (cans)	12	6	72
12/19.2oz case (cans)	24	5	120
15/19.2oz case (cans)	18	5	90

WEIGHTS

	CONTENTS	WEIGHT (Empty)	WEIGHT (Empty)	UNITS PER PALLET	TOTAL WEIGHT
Half BBL	15.5 gallons	29lbs	165 lbs	8	1320 lbs
Qtr BBL	7.75 gallons	20 lbs	87 lbs	16	1392 lbs
Firkin	10.8 gallons	22 lbs	115 lbs	8	920 lbs
Mini Keg	5 liters / ea	1.1 lbs	25 lbs (case)	90	2250 lbs
Bottle	12 ounces / ea	0.4 lbs	32 lbs (case)	60	1920 lbs
Can	12 ounces / ea	0.03 lbs	20.3 lbs (case)	84	1705 lbs
Can	16 ounces / ea	0.034 lbs	27.02 lbs (case)	72	1945 lbs
Can	19.2 ounces / ea		32.21 lbs (case)	120	1933 lbs
Pallet		55 lbs			



POINT OF SALE ORDERING

- Point of Sale Merchandise includes no-cost and Co-Op'd items that will be invoiced to Distributors.
- Point of Sale Merchandise must be ordered using the 'POS Orders' tab on the Distributor Portal (<http://portal.bellsbeer.com>) by an authorized user. For help, contact the portal administrator at portal@bellsbeer.com or 269.250.8831.
- Point of Sale orders must be placed by 11:59 p.m. EST on the Friday prior to the desired week for pickup or UPS shipment. On time delivery via beer truck is wholly dependent on available confirmed beer shipment schedule and is subject to change with that schedule.
- Orders can be 100% Wholesaler pay, 100% Bell's pay, or 50%/50% pay.
- UPS shipment charges are all 100% Wholesaler pay.
- Order status is available 24/7 by logging into the distributor portal. Further questions can be directed to your Brewery Representative, pos@bellsbeer.com.
- Point of Sale Merchandise charges are invoiced separate from beer, and will be due in the terms agreed upon by the Brewery Representative and Wholesaler.
- If an account becomes 30 days past due, Wholesaler and Brewery Representatives will be notified that ordering privileges are suspended until payment is received in full. This suspension applies to all POS Merchandise, including no cost items and there will be no exceptions.
- Any discrepancies between invoiced and received quantities must be reported to your Brewery Representative within 48 hours of receipt.

ADMINISTRATIVE GUIDELINES

INVOICES, CREDIT MEMOS, PAYABLES

- All Bell's invoices should accurately reflect the Bell's products shipped, the current pricing and deposits and any credits due to each Distributor.
- Any returns of product, cooperage, or pallets will be reflected on a credit memo.
- Distributor invoices or returns received without a current shipment will be issued a credit memo as long as it follows the procedure for that type of return (see "Return Policy").
- Credit memos will be automatically applied to the next invoice issued unless otherwise instructed.
- Please do not short pay any invoice without a corresponding credit memo.
- Distributors invoicing Bell's should address invoices to "Accounts Receivable" at jfryar@bellsbeer.com.
- Terms of payment are reflected on the invoice and must be adhered to. If an account becomes past due, all shipments will be suspended until account is made current.

DIRECT PAY/ACH POLICY

- Direct Pay authorizes Bell's Brewery Inc., to deduct the amount of an invoice , or credit the amount of a credit memo, directly from or to a Distributor's bank account.
- This option does not affect the stated terms of the invoice, but alleviates the need for an actual check to be presented for Distributors in states that require C.O.D. or limit credit terms.
- Direct Pay uses the ACH (Automated Clearing House) System and follows the ACH Rules, Corporate Edition published each year by the National Automated Clearing House Association.
- Direct Pay requires a signed authorization agreement from any participating Distributor.
- A notification detailing the invoices/credit memos, amounts and total will be emailed on the day the ACH is processed through the bank.

RETURN POLICY

FRESHNESS RETURN POLICY

- Approved requests will reimburse distributors at 55% of the pre-tax, landed price for each item including any discounts at the time of purchase.
- Product must be out of date and within 120 days of its expiration date when submitted.
- A request may be submitted every 45 days or when 30 ce's have been accumulated (whichever comes first).
- Upon request, photographic evidence and in-person inspection may be required.
- Distributor destroys product. Proof of destruction is only required upon request.
- Refer to Bell's Freshness Return Policy for complete details.

PRODUCT RETURNS

- **Problematic product/un-sellable beer**
 - See "Kegs Returned for Credit" page in this Distributor Resource Guide
- **Recovered product**
 - Full credit, additional freight charges may be refunded when necessary.

EMPTY COOPERAGE RETURNS

- Empty cooperage returns must be separated from kegs that are being returned for credit.
- Timely return of cooperage is necessary to aid in our production efforts.
- Deposit is \$30.00
 - Deposit will be credited back in the form of a credit memo upon the return of empty kegs.
 - Credit memos will be automatically applied to the next invoice.

EMPTY COOPERAGE RETURNS THROUGH SLG

- Empty kegs must be shrink wrapped on a pallet separate from full kegs.
- Satellite Logistics Group will collect empty cooperage and return to Bell's.
- Deposit will be credited back in the form of a credit memo upon the return of empty kegs.

EMPTY COOPERAGE RETURNS DIRECTLY FROM DISTRIBUTOR

- Empty kegs must be shrink wrapped on a pallet separate from full kegs.
- Email your Brewery Representative listing the number of kegs, categorized by size and style (e.g. 20 Sankey1/4's, 80 Sankey1/2's), as well as an approximate delivery date.



KEGS RETURNED FOR CREDIT

- Inspection/approval by Brewery Representative is required.
- All returned kegs must be accompanied by a keg-tag explaining the nature of the problem. Keg return tags are on the back of the neck collars.
- Besides leakers, returned kegs must be at least half full to be eligible for credit.
- Beer must be in code to be eligible for credit.
- Draught beer should be kept refrigerated until its return.
- Product that has been deemed un-sellable will be accepted and issued a full credit only if the following steps are followed:
 1. Separate and identify each keg, collect the keg tag number from the barcode sticker on the valve stem of the keg. Fill out the back of the keg collar completely (attach sheet with pertinent information and explaining the nature of the problem to the keg if collar is missing). Kegs must be shrink wrapped on a separate pallet (even if less than a full pallet).
 2. Fill out the "Keg Return for Credit Form" (see next page) completely and email it to your Brewery Representative. All returns must be approved by your Brewery Representative.
 3. Your Brewery Representative will review the keg and request and notify the Brewery. The Brewery will then notify Kegspediter. Do not contact Kegspediter directly for this service.
 4. Kegspediter will arrange for the pickup and direct shipment of the keg(s) back to Bell's on a separate truck from other returns then notify Distributor of pickup commitment date and LTL carrier.
 5. When received, Bell's will process for credit.

Other than recalled product, kegs must be in code and at least half full to be considered for credit.



KEG RETURN FOR CREDIT FORM

*** This form must be submitted to your Region Representative for approval and to arrange pick-up**
Keg collars must also be filled out completely and shipped back attached to the kegs.*

Distributor Name _____
Address _____ City, ST _____
Contact _____ Phone _____
Total Number of Return Kegs Requested _____ (use additional form if necessary)

Keg 1 Brand _____ Size _____ ID# _____ PRN _____
(barcode on neck of keg)
Original Sales Order _____
 Foaming Flat Off-Flavor Appearance No Pour Leaking
Additional Details _____

Keg 2 Brand _____ Size _____ ID# _____ PRN _____
(barcode on neck of keg)
Original Sales Order _____
 Foaming Flat Off-Flavor Appearance No Pour Leaking
Additional Details _____

Keg 3 Brand _____ Size _____ ID# _____ PRN _____
(barcode on neck of keg)
Original Sales Order _____
 Foaming Flat Off-Flavor Appearance No Pour Leaking
Additional Details _____

Keg 4 Brand _____ Size _____ ID# _____ PRN _____
(barcode on neck of keg)
Original Sales Order _____
 Foaming Flat Off-Flavor Appearance No Pour Leaking
Additional Details _____

For Bell's Brewery Use Only

Rep. Name _____ Date _____ Approved Denied

LOGO BEST PRACTICES

PLEASE DO NOT ADJUST THE BELL'S LOGO IN ANY FASHION, INCLUDING:



STRETCH



OTHER WAY TOO



DISASSEMBLE



REMOVE/CHANGE ®S



CHANGE COLORS



**WRONG LOGO FOR
BACKGROUND COLOR**



**PACKAGING REQUEST FOR
BELL'S REP
DATE**

SPECIAL INSTRUCTIONS

EVERY EFFORT WILL BE MADE TO FULFILL REQUESTS IN A TIMELY MANNER WITH IN-STOCK SUPPLY AND SHIP ON DISTRIBUTOR'S NEXT TRUCK. ITEMS NOT IN STOCK WILL BE REMOVED FROM REQUEST. SHIPPED QUANTITIES MAY BE DIFFERENT THAN REQUESTED DUE TO AVAILABILITY. NOT ALL PACKAGING IS AVAILABLE FOR ALL BRANDS.

BRAND	SELECT BRAND (LEFT) OR ENTER NAME IF BRAND NOT FOUND (RIGHT)						
BOTTLES	QUANTITY NEEDED	CASE / BUNDLE QUANTITY	QUANTITY SHIPPED	CANS	QUANTITY NEEDED	CASE / BUNDLE QUANTITY	QUANTITY SHIPPED
6 PK CARRIER		150		4 PK WRAP		275	
24 PK CARTON		25		6 PK WRAP		325	
12 PK CARRIER		--		12 PK WRAP		150	
12 PK TRAY		--		CAN TRAY		--	

BRAND	SELECT BRAND (LEFT) OR ENTER NAME IF BRAND NOT FOUND (RIGHT)						
BOTTLES	QUANTITY NEEDED	CASE / BUNDLE QUANTITY	QUANTITY SHIPPED	CANS	QUANTITY NEEDED	CASE / BUNDLE QUANTITY	QUANTITY SHIPPED
6 PK CARRIER		150		4 PK WRAP		275	
24 PK CARTON		25		6 PK WRAP		325	
12 PK CARRIER		--		12 PK WRAP		150	
12 PK TRAY		--		CAN TRAY		--	

BRAND	SELECT BRAND (LEFT) OR ENTER NAME IF BRAND NOT FOUND (RIGHT)						
BOTTLES	QUANTITY NEEDED	CASE / BUNDLE QUANTITY	QUANTITY SHIPPED	CANS	QUANTITY NEEDED	CASE / BUNDLE QUANTITY	QUANTITY SHIPPED
6 PK CARRIER		150		4 PK WRAP		275	
24 PK CARTON		25		6 PK WRAP		325	
12 PK CARRIER		--		12 PK WRAP		150	
12 PK TRAY		--		CAN TRAY		--	

BRAND	SELECT BRAND (LEFT) OR ENTER NAME IF BRAND NOT FOUND (RIGHT)						
BOTTLES	QUANTITY NEEDED	CASE / BUNDLE QUANTITY	QUANTITY SHIPPED	CANS	QUANTITY NEEDED	CASE / BUNDLE QUANTITY	QUANTITY SHIPPED
6 PK CARRIER		150		4 PK WRAP		275	
24 PK CARTON		25		6 PK WRAP		325	
12 PK CARRIER		--		12 PK WRAP		150	
12 PK TRAY		--		CAN TRAY		--	

FOR SUPPLY ORDER FULFILLED BY:
CHAIN USE SHIPPED BY (Carrier):

DATE
DATE