



## 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.