



AMBER ALE

THE BEER THAT HELPED BUILD OUR BREWERY THROUGH
A BALANCE OF MALT AND HOP

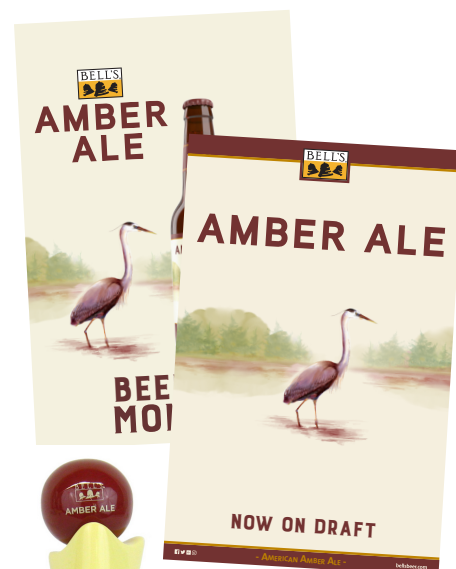


Premiering in 1985 as Great Lakes Amber, Bell's Amber Ale features both toasted and sweet caramel notes from carefully selected malts, balanced with herbal and citrus hop aromas. Capped by a clean bitterness, it's incredibly versatile with food, but very tasty on its own.

Brand Performance

- #3 Best Selling Bell's Beer

Available Point of Sale



Amber Event Ideas

- Malt Sampling
- Beer Dinner with only Amber as a Pairing
(It goes well with everything)
- Amber Ale and Amber Fossils
(Dinosaur themed)
- 80s Party With Amber
(Featuring other Bell's beers from the 1980s)



Amber and Food

The balance of toasty malt and herbal citrus hop aroma makes this the perfect food-pairing beer.

- Cheese (Port Salut, Bleu, aged Grafton, Sharp Cheddar, Muenster, Smoked Gouda, Manchego)
- Grilled Dishes (Everything! Burger with aged cheddar, Portobello mushroom, pork chops, onions, peppers, flatbread, BBQ sauce)
- Nuts (hazelnuts, cashews, walnuts, pecans, smoked almonds, honey roasted peanuts)
- Desserts (vanilla ice cream, pecan pie, caramel, poached pears, shortbread)



Amber recipes located on reverse.

COOKING WITH AMBER ALE

Amber Ale Cheese Bread

Ingredients

- 1 bottle Bell's Amber Ale
- 3 cups flour
- 2 cloves minced garlic
- 1 tbsp baking powder
- 2 tbsp sugar
- 1 tsp salt
- 1 tsp black pepper
- 12 oz. shredded Gouda
- 3 tbsp melted unsalted butter

Preparation

- In a large bowl, sift flour, salt and baking powder together. Add sugar and black pepper and stir until blended.
- Add minced garlic and combine thoroughly with dry mixture. Fold in 8 oz. of the grated Gouda to the mixture.
- Add Bell's Amber Ale to the mixture, using either a wooden spoon or in a mixer with dough hook on slow. Transfer dough into a nonstick or lined loaf pan, cover with a damp cloth and let rest for 25 minutes.
- Pre-heat oven to 350°F. After resting, brush on the melted butter liberally and then sprinkle with remaining grated Gouda.
- Bake for 40-50 minutes. Look for golden brown coloring on top or a hollow sound if tapping the underside of the loaf.
- Enjoy with a bottle of Bell's Amber Ale

Amber Ale Crock Pot Short Ribs

Ingredients

- 1 bottle Bell's Amber Ale
- 1/2 cup flour
- 1 tsp chili powder
- 1 tsp salt
- 1 tsp black pepper
- 1 tsp dried Italian herbs
- 2 oz. unsalted butter
- 1 oz. Extra virgin olive oil
- 2.5 lb. bone-in-beef short rib
- 1 large onion, chopped
- 1 tbsp garlic, minced
- 2 tbsp Worcestershire sauce
- 1 cup beef stock
- 1/2 cup red wine vinegar
- 3/4 cup chili sauce
- 1/2 cup dark brown sugar
- 3 tbsp ketchup

Preparation

- In a large bowl, sift flour and add salt, pepper, chili powder and herbs and mix together. Place short ribs in a bowl and coat with seasoned flour.
- In a heavy bottomed skillet, melt butter and olive oil together. Shake excess flour off ribs, place in skillet and turn until nice and brown. Remove and place in bottom of crock pot. Add additional oil/butter if needed.
- Deglaze the skillet with a knob of butter, add chopped onion, minced garlic and Worcestershire sauce, cook on low heat for 2-3 minutes.
- Add your bottle of Bell's Amber Ale, and bring to a boil. Add beef stock, red wine vinegar, chili sauce, brown sugar and ketchup, stir to combine and bring to a boil, simmer for 15 minutes.
- Carefully pour over short ribs and coat using a spoon, seal your lid, cook on low for 7 hours. Meat will be falling off bone.
- Enjoy with a bottle of Bell's Amber Ale.