



MARS™

DOUBLE INDIA PALE ALE

TROPICAL • CITRUS, BERRY • RESINOUS HOP NOTES

Released in August, 2014, as the first beer in the Bell's Planet Series, Mars™ (The Bringer of War) is a double IPA with a complex hop character and a malty backbone.

Notes of tropical fruit, citrus, pine, lemon, lime and pineapple are all present in both the aroma and flavor. Hopped at a ratio of about 3.4 pounds of hops per barrel, the recipe for Mars™ was developed from a trial batch called *Larry's Latest Double IPA* brewed in our original brewery located adjacent to the Eccentric Café in downtown Kalamazoo.

PHYSICAL SPECIFICATIONS

ABV:	10.1%
Bitterness:	85 IBUs
Color:	Reddish Copper
Original Extract:	22.5 Plato

PRODUCT SPECIFICATIONS

Pricing Tier:	5
Availability:	Spring specialty release
Available Formats:	Bottle/limited draft
Shelf Life:	6 months



Bell's Sales Rep _____ Phone _____ Price _____

