



KEEP THOSE PINTS LOOKING PERFECT WITH THE OFFICIAL HAZY IPA SHAKE

At Bell's we make unfiltered beers. We leave the yeast in, lending more flavor and body. Official Hazy IPA is an unfiltered Ale. The protein in the malt, combined with the yeast, create that unique Official Hazy IPA taste, body and mouthfeel.



The Milkshake:
The yeast/protein has settled to the bottom of the keg, this is what you are seeing.

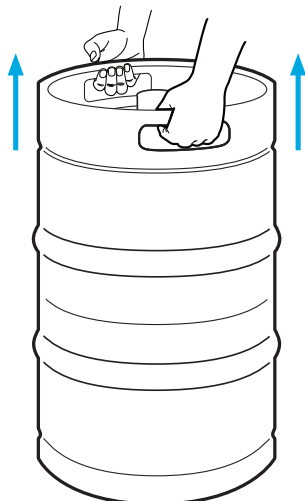
THE PERFECT PINT!
DRINK. ENJOY.
REPEAT.

Clear Pint:
Similar to the Milkshake, the yeast/protein has settled out of the beer, resulting in an unclouded beer.

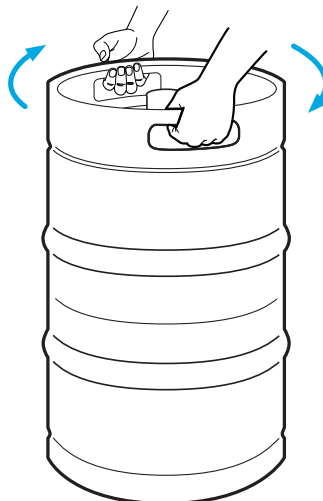
- Over ½ Full Keg: Give it the Shake, redistributing the yeast/protein.
- Under ½ Full Keg: DO NOT SHAKE! With less liquid in the keg there is less room for the yeast/protein to redistribute. Allow yeast/protein to settle out of the beer.

JUST SHAKE LIKE THIS:

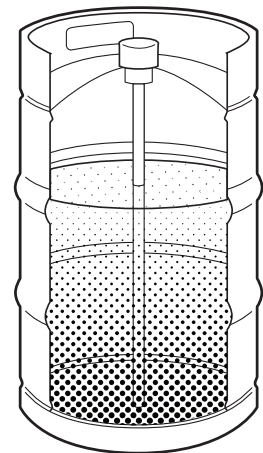
- 1.** Grab the keg, and feel if it is over half full by lifting slightly.



- 2.** Shake left to right in a twisting motion. Repeat for 10 seconds.



This technique will raise the yeast & protein from the bottom of the keg, and disperse it among the rest of the beer.



The Shake can help troubleshoot hazy beers that are unfiltered or have a high protein content. We recommend you shake your keg every 2-3 days.