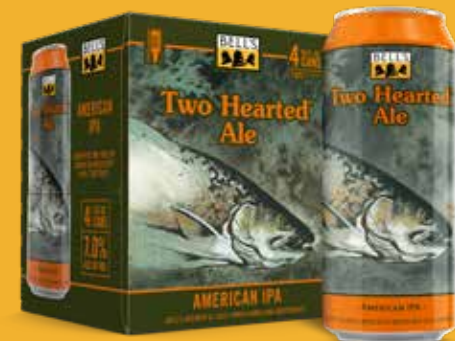




Two Hearted® Ale



6pk 12oz Bottles



4pk 16oz Cans



12pk 12oz Cans



6pk 12oz Cans

Draft available:
1/4 Barrel Keg
1/2 Barrel Keg

FUN FACT: 80 pints of Two Hearted are consumed every minute in the U.S.



VOTED
**#1 BEER
IN THE U.S.**

for 2 years in a row*

*"Best Beers in America" Zymurgy Magazine, June 2017

Two Hearted® Ale

American IPA
ABV: 7.0%



Grapefruit and pine aromas balanced out with medium-bodied malt sweetness



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

Up to 5 full-time employees.



1992

15-barrel system.
First Eccentric Day.
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).



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 American Wheat IPA



Bell's Sustainability Initiatives

BELL'S BREWERY, INC. | COMSTOCK, MI | 269.382.2338 | BELLSBEER.COM



PROGRAMMING GUIDE 2019

Key Accounts



Inspired Brewing®



Bell's Brewery is
100% Family-Owned and Independent

DISPLAY ENHANCING POS



YEAR - ROUND

| | | | | | | |
|--|--|--|--|--|--|--|
| <p>Two Hearted® Ale American IPA ABV: 7.0%</p> <p>Grapefruit and pine aromas balanced out with medium-bodied malt sweetness</p> | <p>Official™ American Wheat IPA ABV: 6.4%</p> <p>Peach, orange and grapefruit hop aromas with a hazy, soft bitterness</p> | <p>Amber Ale American Amber Ale ABV: 5.8%</p> <p>Balanced with toasty malt and herbal, citrusy hop aromas</p> | <p>Lager of the Lakes™ Bohemian Pilsner ABV: 5.0%</p> <p>Crisp bitterness and herbal hop aromas</p> | <p>Oarsman® Ale Kettle Sourced Ale ABV: 4.0%</p> <p>Light and tart with bright citrus notes</p> | <p>Porter Robust Porter ABV: 5.6%</p> <p>Medium-bodied with mild chocolate and coffee notes</p> | <p>Kalamazoo Stout™ American Stout ABV: 6.0%</p> <p>Smooth, full-bodied with dark roasted malts</p> |
|--|--|--|--|--|--|--|

YEAR - ROUND

SEASONAL

| JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
|-------------------|-------------------------------------|-----|-----|-----|---------------|-----|-----|-----|-----------------|-----|-------------------|
| | | | | | | | | | | | |
| Winter White™ Ale | Larry's Latest Flamingo Fruit Fight | | | | Oberon® Ale** | | | | Best Brown™ Ale | | Winter White™ Ale |

SEASONAL

ROTATING
SPECIALTY

| | | | | | | | | | |
|--|--|--|--|--|-------------------------|--|-------------------|--|---------------|
| | | | | | | | | | |
| | | | | | Smitten™ Golden Rye Ale | | Octoberfest™ Beer | | Christmas Ale |

ROTATING
SPECIALTY

SPECIALTY

| | | | | | | | |
|--------------|---------------------|--------------------------------|-------------|-------------------------------|-------------------|---------------|---------------------|
| | | | | | | | |
| Hopslam® Ale | Hopsolution® Ale*** | Pooltime Ale Oberon® Ale 5L | The Oracle™ | Special Double Cream Stout | Expedition® Stout | Arabicadabra™ | Double Two Hearted* |

SPECIALTY

*FPO = FOR PLACEMENT ONLY
RELEASE CALENDAR SUBJECT TO CHANGE

*Limited quantities, availability subject to allocation
**Oberon is available year round in FL and AZ
***Hopsolution is available year round in MI, IN, IL, WI, and OH