



100% FAMILY OWNED AND INDEPENDENT

PORTFOLIO

8 year-round offerings, 3 seasonals, 12 specialties, 3 limited releases and always room for more, including these fan favorites below:



American IPA



American Wheat Ale



Hazy IPA

WHO WE ARE

Our journey began in 1985 with a 15-gallon soup kettle and a quest for better beer after countless batches of homebrew. The passion and personality that set us on this journey continues today at our breweries in Kalamazoo and Comstock, Michigan, and at our pub, the Eccentric Café.

Today, we distribute to 41 states, in addition to Puerto Rico and Washington DC, through a network of quality distributors. We believe in supporting our partners from the start.

Our commitment to quality extends to the relationships we have with those who represent our brand in the market. Immersion training at our brewery, creative and branded merchandise support, sponsorship opportunities and draught quality experts in the field are just a few examples of the services we provide.

We continue to grow and evolve, dedicated to our mission to be: fiercely independent, 100% family-owned, deeply rooted to our community, committed to the environment and brewers of inspired beer.

ABOUT US

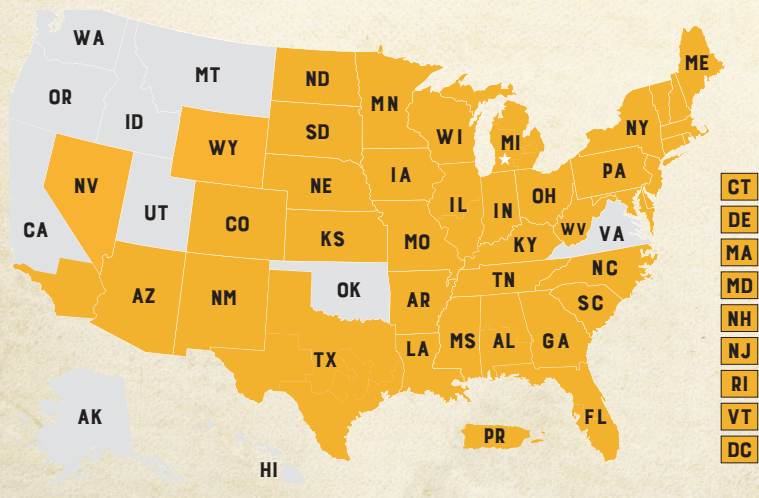
- 472,962 barrels shipped in 2018
- 100% family-owned
- Proudly independent
- Quality-focused
- Data driven
- 580+ employees
- 150+ sales and marketing team members including Creative, Branded Merchandise and Insights support

CRAFT BREWERY RANKINGS

- 1 YUENGLING*
- 2 BOSTON BEER
- 3 SIERRA NEVADA*
- 4 NEW BELGIUM*
- 5 DUVEL
- 6 GAMBRINUS
- 7 BELL'S BREWERY*

*Independently owned

DISTRIBUTION FOOTPRINT



“ We are real beer people making real beer decisions. We continue to believe in a strong middle tier, an independent, wholesale tier. We're beer people and I think that's what beer needs. ”

- Larry Bell
President and Founder

AWARDS & MEDALS 180 AND COUNTING...



Two Hearted® Ale #1 Beer and Bell's Brewery #1 Brewery as voted by the American Homebrewers Association® members. 2017, 2018, 2019



One of the Best and Brightest Companies to work for in the Nation 2016, 2017, 2018, 2019



Brewery Partner of the Year, National Beer Wholesalers Association 2017