



CHEERS TO INDEPENDENCE

CELEBRATE OUR 35TH ANNIVERSARY WITH US

JUNE 1 through JULY 31

We are celebrating a milestone this year as we enter our 35th year of family owned and independent operations! Celebrate with us in Kalamazoo at our 35th Anniversary Funvitational beer festival!

We're also giving away 600 custom Bell's independence prizes, *one for every Bell's employee!*

Program includes national marketing support, including:

- Custom point of sale
- Social media spotlight
- Top billing on Bellsbeer.com
- Digital ads
- And more

We will be drawing the winners on or around August 5.



DISPLAY EXAMPLES



32 CASES



18 CASES



18 CASES



10 CASES

Eligible winners must be a resident of the lower 48 states, 21 year of age or older, and cannot be employed by a liquor license holder or wholesaler