



Inspired Brewing®

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Bell's 2020 release calendar: Lo-Cal Light Hearted, Official, double IPAs, fruit fights & more

COMSTOCK, Mich. - Bell's Brewery is proud to announce an incredible beer lineup coming to coolers, store shelves and draft lines in 2020.

The first few days of January saw the packaging and release of Hopslam Double IPA. Coming in at 10% ABV, Hopslam was again released in 12 oz. cans, packaged in 6-packs, on draft and in 5L mini-kegs. New for this year, is a brand new Hopslam mini-keg design. Cans and mini-kegs are limited, and have already arrived on many store shelves and coolers.

Each batch is packaged and shipped as quickly as possible so this beer can be enjoyed fresh.

The most anticipated release for the year is the brand new, low-calorie, Light Hearted Ale.

A Lo-Cal IPA, this member of the Hearted family shares many of the characteristics of Bell's award-winning Two Hearted Ale. At 3.7% ABV and only 110 calories (per 12. oz serving), Light Hearted is now shipping (and in many locations, arriving) in 12 oz. cans, packaged in 6-packs and on draft. Twelve-packs of 12 oz. cans will also ship in February in Michigan.

"This is going to be another exciting year for us. In addition to our release calendar, I am also very proud to celebrate our 35th anniversary. Funvitational (2020) will be a huge part of that milestone and we'll have other ways to celebrate throughout the year," said Larry Bell, president and founder of Bell's Brewery.

Bell's Official Hazy IPA will also be back for its second-year after an incredible reception by fans and beer writers in 2019. It is available now on draft and in 12 oz. cans packaged in 6-packs. Twelve packs are also an option.

Seasonal beers, Best Brown and Bright White, will both return (Bright White is available now through March or while supplies last). Oberon, Bell's summer flagship American Wheat, will return on March 23 with midnight release parties, special tappings and more. In May, Oberon mini-kegs will begin shipping featuring a brand new design as well.

Returning specialty offerings include: Flamingo Fruit Fight (Tart Ale brewed with passionfruit and lime zest), Octoberfest (Märzen), Special Double Cream Stout (Sweet Stout), Expedition Stout (Russian Imperial Stout), Third Coast Old Ale (Barley Wine), Cherry Stout, Christmas Ale (Scotch Ale) and Lampshade Party Ale (a Double IPA previously only released in 2018).

Double Two Hearted (11% ABV) will return in August.

New to the Bell's specialty release lineup is another Flamingo Fruit Fight variation; a Gose-style Ale brewed with lemon and lime. Bottles and kegs of Lemon Lime Flamingo Fruit Fight will ship in July.

Incessant, a Double New England-Style IPA, will be released in 16 oz. cans, packaged in 4-packs and on draft for a wider release in May. Incessant was previously a Bell's General Store Exclusive.

With Incessant's release this spring, Bell's will offer four different Double IPAs for a wide release in 2020 in addition to the year-round Hopsoulution (Great Lakes state area distribution only).

Bell's Leaves of Grass series, seven beers each inspired by a different Walt Whitman poem, will conclude in 2020 with three remaining offerings. Song of the Open Road, a Winter Warmer Ale, is available now. Salut au Monde will ship in March and Spontaneous Me will conclude the series in May.

The General Store Exclusive Series will also continue in 2020 with a variety of new beers and possibly some old favorites returning from Larry Bell's Recipe Library. That includes yet another member of the Hearted family, Black Hearted, which will debut in "celebration" of Valentine's Day.

Black Hearted will only be available on draft at Bell's Eccentric Cafe and in 12 oz. bottles packaged in 6-packs at the Bell's General Store.

"Now, this isn't all we have lined up for 2020. We always like to keep a few things close to the vest. We'll have plenty more to share in due time," Bell said.

Bell's fans should save Sept. 12, 2020 for Bell's Funvitational Beer Festival. This will be Bell's second Funvitational and will feature a variety of breweries from across the globe at Homer Stryker Field, home of the Kalamazoo Growlers, in downtown Kalamazoo. The original Funvitational was held in 2015 in celebration of Bell's 30th Anniversary. Additional details will be announced at a later date.

Keep an eye on the Bell's website and its social media channels for the latest information and release updates.

Bell's 2020 release calendar at a glance

Year-round

Two Hearted (7% ABV), Light Hearted (3.7% ABV), Official Hazy IPA (6.4% ABV), Lager of the Lakes (5% ABV), Amber Ale (5.8% ABV), Kalamazoo Stout (6% ABV), Porter (5.6% ABV) and Hopsolution (8% ABV - MI, WI, IN, IL, OH, MN only).

Seasonal

Bright White (5% ABV), Oberon (5.8% ABV and Best Brown (5.8% ABV)

Specialty

Hopslam, Flamingo Fruit Fight (5% ABV), Oberon 5Ls, Incessant (8.5% ABV), Flamingo Fruit Fight Lemon Lime Gose (4.8% ABV), Octoberfest (5.5% ABV), Special Double Cream Stout (6.1% ABV), Expedition Stout (10.5% ABV), Third Coast Old Ale (10.2% ABV), Cherry Stout (7% ABV), Christmas Ale (7.5% ABV) and Lampshade Party Ale (9% ABV).

Leaves of Grass

Song of the Open Road (8.5% ABV), Salut au Monde and Spontaneous Me

General Store Exclusives

Black Hearted (7% ABV) and many others TBA.

IMAGES & FULL CALENDAR AVAILABLE HERE: <http://bit.ly/2TZDN8U> | **Password:** calendar

ABOUT BELL'S BREWERY:

Bell's Brewery, Inc. began in 1985 with a quest for better beer and a 15 gallon soup kettle. Since then, we've grown into a regional craft brewery that employs more than 550 people over a 41 state area, in addition to Puerto Rico and Washington DC. The dedication to brewing flavorful, unfiltered, quality craft beers that started in 1985 is still with us today. We currently brew over 20 beers for distribution as well as many other small batch beers that are served at our pub in Kalamazoo, the Eccentric Cafe. Our ongoing goal is to brew thoughtfully, creatively and artistically. 100% family-owned and independent, we strive to bring an authentic and pleasant experience to all of our customers through our unique ales and lagers. For more information, please visit bellsbeer.com.