



Inspired Brewing®

## FOR IMMEDIATE RELEASE

### CONTACT INFORMATION

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## Bell's Pizzapalooza is Friday; you're invited

COMSTOCK, Mich. - Bell's Brewery is teaming up with restaurants and bars across the country to celebrate two things everyone loves: pizza and beer.

This virtual celebration will coincide with National Pizza Party Day, at 7 p.m. EDT on Friday, May 15, 2020.

Bell's Pizzapalooza will be a live guided beer tasting hosted by Bell's streamed live on the brewery's Facebook and YouTube pages. Four different and unique pizzas and how they each pair with a different Bell's beer will be featured.

"This event combines two things that should be readily available no matter where you live. Comfort food meets delicious beer in a way that will hopefully help people feel a little connected, something we're all looking for these days, and help support nearby restaurants and bars," Larry Bell, President and Founder of Bell's Brewery said.

The featured beers are Bell's Official Hazy IPA (6.4% ABV), Light Hearted (3.7% ABV), Porter (5.6% ABV) and Lager of the Lakes (5% ABV). All are available year-round and widely available throughout Bell's distribution footprint.

Bars and restaurants across the country are participating with a special quad pizza with the pairings. Additional [details will be posted at bellsbeer.com](https://bellsbeer.com).

Short on supplies or can't order a pizza? Can't find the exact beers, just their styles? Everyone (21 and up) is invited and welcome to join Bell's and others to learn about how pizza and beer work together!

## PIZZAPALOOZA PAIRINGS

Here are the full pairings for the pizza party:

- [Light Hearted Ale](#) with a chicken, bacon and ranch pizza; or a seafood and citrus pizza.
- [Official Hazy IPA](#) with hot Hawaiian pizza or a pizza with goat cheese, hot pepper and peach.
- [Porter](#) with sweet sausage crumbles and mushroom pizza or a pizza with peppers.
- [Lager of the Lakes](#) with a Margherita pizza or a pizza with prosciutto and arugula.

## PICKY EATER PAIRINGS / DIY

Don't like to have a complex pizza or ordering one to share with some picky eaters? Here's a list of alternative pairings:

- Light Hearted with a pepperoni pizza.
- Official Hazy IPA with a ham pizza.
- Porter with a sausage and mushroom pizza.
- Lager of the Lakes with a classic cheese pizza.

### About the pizza party host:

Jacki Hannon, is a self-proclaimed beer nerd and lover of the culinary arts. The daughter of two bartenders, she brings almost 25 years of experience working in the hospitality industry at independent restaurants along with regional and national chains. As Bell's On-Premise Key Accounts Manager for the northern U.S., she continues that journey helping to prove that: "Beer is delightful and food is delicious, but together they are epic!"

**IMAGES AVAILABLE HERE:** <https://bit.ly/3bubODk> | **Password:** pizza

## 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 distributes to 41 states, 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](https://bellsbeer.com).