



Inspired Brewing®

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Black is beautiful collaboration brew from Bell's Brewery will be released in August

COMSTOCK, Mich. - Bell's Brewery is proud to announce that it has joined the Black is Beautiful initiative; an effort to help bring awareness to the injustices many people of color face daily.

The [Black is Beautiful initiative](#) originated with Marcus Baskerville, founder and head brewer at Weathered Souls Brewing based in San Antonio. Originally planned as a Weathered Souls-only release, Baskerville was encouraged to expand his reach and make the recipe and label artwork available to all.

"We all have some work to do, Bell's included, and we are committed to that. It starts on an individual level. We all have a responsibility to do what we can to continue this conversation and help drive real change," Larry Bell, president and founder of Bell's Brewery said.

There are currently more than 700 breweries from across the globe committed to this initiative.

Bell's version of the Weathered Souls Imperial Stout recipe will be released in 6-pack bottles exclusively at Bell's General Store in downtown Kalamazoo and Upper Hand Brewery Taproom in August.

"Our mission is to bridge the gap that's been around for ages and provide a platform to show that the brewing community is an inclusive place for everyone of any color. We are asking for all breweries and brewers far and wide to raise a glass with us in unison and participate in this collaboration," a statement on the Black is Beautiful website reads.

As part of this initiative, Bell's will make donations to two local Black-led organizations; the [Kalamazoo NAACP](#) and [Face Off Theatre](#).

This collaboration brew, while sharing some of the same values, is not part of Bell's Celebration Series. That series, which empowers different groups within the company that makes Bell's what it is, will continue later this year with another beer designed and brewed by Bell's employees.

That next release, which will come from and celebrate Bell's Black and African American employees, will be released in the fall.

Previous brews have celebrated International Women's Collaboration Brew Day, the LGBTQ+ community and veterans.

Additional details about Bell's participation in the Black is Beautiful initiative will be announced as they become available on Bell's website and social media channels: Facebook, Twitter, LinkedIn and Instagram.

Upper Hand Brewery is a division of Bell's Brewery, located in Escanaba, Michigan.

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.