



Inspired Brewing®

## FOR IMMEDIATE RELEASE

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# Bell's Brewery partners with new distributors in southern Indiana

COMSTOCK, Mich. - Bell's Brewery is proud to announce its new distributor partnerships in the great state of Indiana.

As of this week, fifteen new partners have taken on distribution of Bell's beer in southern Indiana.

"All share our dedication to quality and we look forward to continuing the excellence that our customers expect," said Larry Bell, president and founder of Bell's Brewery.

Those new distributor partners are: Zink Distributing Co., Mid-America Beverage, North Vernon Beverage Co., Bartholomew County Beverage, Greenfield Beverage, L.C. Nadorff & Son, Inc., Orange County Beverage Co., Working Distributors Inc., Hedinger Beverage Distributing Co. Inc., Craig Distributing Co. Inc., Terrance A. Smith Distributing, Best Beers Inc., Jay County Beverage, Little Beverage Co. Inc. and Boone Beverage Inc.

"Indiana is a very important state for us. These new partners are family-run and well connected to their communities. We are all very excited to work with new our new extended family," said Matt Moberly, Vice President of Sales and Marketing for Bell's.

These new partners are all part of the AB (Anheuser-Busch) network of distributors in the state. Distribution of Bell's beer will continue uninterrupted with Indiana Beverage in northern Indiana.

Changes in beer availability should be minimal, but are not expected.

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Media images can be downloaded here: <http://bit.ly/2IHUNfa>

#### **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 43 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](http://bellsbeer.com).