



Inspired Brewing®

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# New outdoor mural at Bell's Eccentric Café one of the largest in Kalamazoo

KALAMAZOO, Mich. – Even before the Eccentric Café opened in 1993, Bell's Brewery has been committed to its community and re-vitalizing its areas in downtown Kalamazoo.

That commitment to breath new life into the community continues with the addition of a brand-new mural on the west-side of Bell's downtown retail campus from Kalamazoo-based, [Dream Scene Placemaking](#). [Anna Lee Roeder](#) and [Erik Vasilauskas](#) began working on the mural on April 19.

"We're always looking for ways to improve our spaces downtown. Our team is very dedicated, and I am always thinking about how to take this space to another level," said Larry Bell, President and Founder of the 35-year-old brewery.

This mural project had been in the planning stages for a few years. Work was scheduled to begin just before the COVID-19 Pandemic hit in March 2020. It was completed on May 14 and is now one of the largest outdoor pieces of artwork in Kalamazoo.

The mural incorporates images and messaging that represent what Bell's is passionate about, the highest quality ingredients (hops), innovation along with high quality and consistent craft beer (silhouette of our original brewery) no matter how much the brewery grows over time.

It also features the Brewers Association's [Independent Seal](#), which can only be used by breweries who fit the trade group's definition of small, independent craft brewers. Bell's is proud to remain 100% family-owned and fiercely independent.

The company's commitment to being "Open to All" is also well-represented.

"Open to All" greets everyone who visits any of our buildings, whether that's our pub, store or our Comstock Brewery. We are firmly committed to an environment that is rooted in diversity, equity and inclusion for our employees and our guests. This mural makes that statement loud and clear," said Carrie Yunker, Bell's Executive Vice President.

To celebrate the completion and official unveiling of the mural, the Café will offer \$1 off all "B1 Beers" (specialty beers brewed at Bell's original brewery that are only available at Bell's pub) on June 4-5. This coincides with the city of Kalamazoo's [JumpstART](#) (previously June Jubilee) celebration of the local arts community and the kick-off to summer.

The Café will celebrate its 28<sup>th</sup> anniversary on June 11. Bell's is the first Michigan brewery to sell beer by the glass onsite.

#### **A BRIEF HISTORY OF BELL'S ECCENTRIC CAFÉ RENOVATIONS**

**June 11, 1993:** Bell's becomes the first Michigan brewery to open an onsite pub, the Eccentric Café, at 355 E. Kalamazoo Ave.

**1996:** Bell's Beer Garden debuts in what was once a junk yard.

**March 28, 2011:** The Café reopens after a \$3 Million renovation; updates include the addition of a state-of-the-art music venue, additional seating, a transformed Beer Garden, new patio and new main entryway.

**2015:** The Café's restaurant debuts; from a 150-foot square kitchen to a full-sized kitchen in a space that was once used to brew and package beer. A new bar and additional draft options also added.

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**IMAGES AVAILABLE HERE:** <https://bit.ly/3eO5WKl> | **Password:** mural

#### **ABOUT THE MURAL ARTISTS**

[Dream Scene Placemaking](#) is the Kalamazoo-based, husband and wife team of [Anna Lee Roeder](#) and [Erik Vasilauskas](#). They are passionate about creating shared community experiences in public space. Bringing together the backgrounds of commercial painting and visual art, Dream Scene Placemaking creates colorful transformations of space. They also facilitate community projects that bring together youth and residents to participate in public art locally.

#### **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).