



Inspired Brewing®

## FOR IMMEDIATE RELEASE

### CONTACT INFORMATION

Josh Smith, Communications Manager

Email: [jsmith@bellsbeer.com](mailto:jsmith@bellsbeer.com)

August 12, 2019

## Bell's celebrates Two Hearted Day all week

COMSTOCK, Mich - This week, Bell's Brewery is celebrating the anniversary of its classic American IPA, Two Hearted Ale, which was recently named the Best Beer in America.

Two Hearted Day, August 15, marks the anniversary that Two Hearted Ale debuted in 1997.

"Two Hearted Ale is a special beer for us at the brewery and for many beer lovers," said Larry Bell, president and founder of Bell's Brewery. "We're excited to celebrate with everyone this week. It's a celebration of all of the people who work tirelessly to make Two Hearted the best quality beer it can be every day. It's also a tribute to all of the fans who love the beer and helped make it what it is today."

Bell's is marking the occasion with more than [100 special events](#) across the states it distributes. See what's happening in your area on our event calendar. A special Untappd badge is also available for this week only. One check-in to a Two Hearted will unlock the badge on the popular beer site through midnight on Saturday,

At its Eccentric Café in Kalamazoo, a special celebration will be held on Aug. 15, including a Beer Garden Fish Fry, food specials, \$1 off Two Hearted drafts and 15% off all Two Hearted merchandise at Bell's General Store.

Two Hearted is a special beer for Bell's and many beer lovers. A defining American-style India Pale Ale, Two Hearted is brewed with just one hop: Centennial. Its significant malt body balances the hop presence and results in a remarkably drinkable IPA.

For many, it has been a go-to beer year after year. It has been named [the Best Beer in America by members of the American Homebrewers Association from 2017 to 2019](#).

## As fans enjoy a Two Hearted this week, here are some facts about Bell's American IPA:

- Every minute, more than 120 pints of Two Hearted are enjoyed across the US.
- The first version of Two Hearted debuted in the late 1980s as a pale ale brewed with English malt and Wisconsin grown hops (the two "hearts").
- Named after the Two Hearted River in the U.P., the original recipe was designed for fishing trips up north.
- In 2015, Bell's brewed a "throwback" version for its 30th Anniversary Funvitational Beer Festival, called OG Twoey that pays tribute to that original recipe.
- The Two Hearted we know and love today debuted in 1997 as a winter seasonal. In 2003, it became a year round offering and surpassed Oberon as Bell's best-seller in 2013.
- Today, it is brewed with one single hop variety – Centennial.
- There have been at least six variations on the IPA:
  - Double Two Hearted: A double IPA being released in 12 oz. bottles later this month.
  - OG Twoey: a take on the original Two Hearted recipe.
  - Spruce Hearted: brewed with spruce tips and birch syrup,
  - Honey Hearted: Two Hearted aged in barrels, fermented with honey and champagne yeast.
  - New Hearted: an Eccentric Café exclusive that is dry hopped in a similar way as a Hazy IPA.
  - Light Hearted: a low calorie IPA, General Store Exclusive — debuting as a wider release in 2020.
- Two Hearted was Named No. 1 beer in America by members of the American Homebrewer's Association and Zymurgy Magazine three years in a row (2017-19). Especially important to Bell's because homebrewing is how the brewery got its start.
- Debuted in cans in 2014. Now available in a wide variety of packaging options. Coming soon in 19.2 oz. cans.

## What people are saying about Two Hearted:

- "It can sometimes be overwhelming to read a craft beer menu and decide what you want. A dark and malty stout? A tart and tangy sour? A fruit bomb? When in doubt, we recommend you Two Heart it out, and just go for a pint of great beer." — [MLive](#)
- "This is a perfectly balanced beer, with rich notes of brown bread and caramel playing off the earthy, floral characteristics of the hops. It's a beer that drinks like the ingredients belong together — heck, are even better together — a testament to equity and restraint and (old man voice) all the things we used to love about beer." — [The Boston Globe](#)
- "What a time to be alive when you can find Two Hearted most anywhere." — [The Takeout](#)

Two Hearted Ale is available on draft, in 12 oz. bottles, and 12 and 16 oz. cans. Find it near you using the [Bell's Beer Finder](#).

For more information and for updates, keep an eye on Bell's website, [bellsbeer.com](#), or join them on social media - [Facebook](#), [Twitter](#), [Instagram](#), [Snapchat](#) and [Untappd](#).

**IMAGES AVAILABLE HERE:** <http://bit.ly/33ndGer> | **Password:** twohearted

**OFFICIAL VIDEO:** <http://bit.ly/2YZm0Sf>

## **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](https://bellsbeer.com).