



Inspired Brewing®

## FOR IMMEDIATE RELEASE

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## **Bell's Brewery Tour voted second best in the U.S.**

COMSTOCK, Mich. - Bell's Brewery is incredibly proud to announce that its Brewery Tour has been named one of the top two in the country.

As one of ten breweries nominated for USA Today's 2019 10Best Reader's Choice travel awards, public voting in March landed Bell's the No. 2 spot on the list.

[The final Top 10 rankings can be found on the 10Best website](#) now and will be shared soon by USA TODAY.

Bell's welcomes tens of thousands of guests every year. The Eccentric Café and original brewery in downtown Kalamazoo and its main brewery seven miles east in Comstock, are destinations for craft beer fans from around the world.

Our tours blend an extensive knowledge of Bell's and craft beer with incredible storytelling. We couldn't be prouder of this recognition, especially when it comes from our fans. There are still so many who have not made the trek from Kalamazoo to see this incredible space. As the 7<sup>th</sup> largest craft brewery in the U.S., we are very fortunate to have the best brewery tour in the Midwest, right here in our own back yard," said Shelly Claflin, Bell's Tour Manager.

"We have even more exciting news to come. If you haven't joined us for a tour yet, or even if you have, you're going to want to make a trip. Stay tuned," she added.

“Bell’s Brewery has a long history of drawing visitors to Kalamazoo and their reputation has helped Kalamazoo become a beer destination,” said Renee Newman, Vice President of Marketing and Communications at Discover Kalamazoo.

"Bell's staff shares the eye-opening statistics, colorful history and scientific advancements of the brewery in a casual and educational presentation. It should also be noted, while many large breweries around Michigan and country charge a fee for tours, Bell's makes its tours free, which speaks volumes about the company's philosophy behind telling its story," said John Liberty, general manager at West Michigan Beer Tours.

### **ABOUT THE BELL’S TOUR PROGRAM**

Free tours (all ages welcome) are held Wednesday through Sunday at Bell’s main brewery in Comstock and on weekends at its original downtown Kalamazoo brewery. Each Comstock tour includes free samples for those 21 and up. Specialty tours are also offered throughout the year. Examples include a Hopslam and Two Hearted focused tour as well as special Reach for the Sun tours on Oberon Release Day. These specialty tours are limited and sell-out fast.

Each Bell’s brewery tour covers the history of Bell’s and brewing throughout the years in addition to sustainability, packaging, ingredients, quality and more.

Free tours can be reserved at [bellsbeer.com](http://bellsbeer.com).

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

**IMAGES AVAILABLE HERE:** <http://bit.ly/2NzQ2E5> | **Password:** tours

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