



Inspired Brewing®

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A new Bell's coffee milk stout, made with Michigan roasted beans, to debut in bottles, draught

COMSTOCK, Mich. - Bell's Brewery is proud to announce a new addition to its seasonal specialty lineup for release this fall.

Arabicadabra, a coffee milk stout with an ABV of 5.5%, will debut on draught and in 12-ounce bottles, packaged in six-packs, this October.

"When we announced this year's release calendar late last year, we knew there were a few more surprises to come. This is one of them," said Bell's CEO Laura Bell.

"It's really fun to see new favorites move to a wider audience. This is another example of how we continue to explore new ingredients and flavors. The spirit of innovation that set us on this path is still a huge part of who we are and we will continue to look for ways to showcase that innovation across our distribution area," Bell said.

Brewed with 100% Arabica coffee beans roasted by Ferris Coffee in Grand Rapids, Michigan, this beer will stand in for Java Stout, another Bell's specialty coffee stout, for 2017.

"Java Stout will always have a special place in our portfolio and isn't being permanently retired. This year, we are changing things up a bit. Arabicadabra is a different take on a coffee stout and very similar to a local favorite that was released at our pub and at some events. It's time to share it with an even larger audience," she added.

Arabicadabra is brewed with a cold coffee extract made at the brewery using a combination of fair trade, organic Nicaraguan coffee beans and Sumatra coffee beans. Lactose is also used for creaminess (those with dairy allergies or sensitivities should take note). It was inspired by Milchkafe, another specialty Bell's beer. That sweet, milk stout, was only available on draught and debuted in 2015.

Arabicadabra will ship to Bell's entire distribution footprint, including New Mexico which Bell's will begin distributing to in the fall.

Additional details will be shared online at bellsbeer.com and on Bell's social media as they become available.

IMAGES AVAILABLE HERE: <http://bit.ly/2rRv63K>

ABOUT BELL'S BREWERY, INC.

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 500 people over a 31 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.

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