



Inspired Brewing®

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Bell's Brewery to invest \$7 million in Comstock, Kalamazoo projects

COMSTOCK, Mich. – Bell's Brewery will invest more than \$7 million in capital improvement projects related to quality, sustainability and beer production in 2017 and 2018.

The majority of these projects will involve Bell's locations in Comstock, but will also include its Kalamazoo brewing operations.

"We are deeply committed to our community in Comstock and will continue to invest additional resources so that we remain top in class further ensuring our commitment to quality," Larry Bell, Bell's President and Founder said.

"We also want to offer our partners and customers additional options. These new projects will help us accomplish both," he added.

This significant investment will include the addition of a pilot brewery and a new specialty packaging line, among other beer production related projects, at Bell's Comstock Brewery.

A smaller pilot brewery will also be added to Bell's original brewing location in downtown Kalamazoo, adjacent to its pub and restaurant, the Eccentric Café.

Other new investment projects include additional space at the brewery's home office as well as a project to divert waste related to brewing.

Instead of sending low pH yeast to Kalamazoo's waste water treatment facility, it will be reclaimed and sold to local farmers to feed their animals, further enhancing Bell's commitment to sustainability.

Additional details will be shared at bellsbeer.com as they are finalized. For updates on these and other initiatives, follow Bell's Brewery on social media.

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

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 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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