



Inspired Brewing®

## FOR IMMEDIATE RELEASE

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## 6 distributors will help bring Bell's beer to Colorado this fall

COMSTOCK, MICHIGAN – Bell's Brewery is proud to announce its new distributor partnerships in the great state of Colorado!

Six distributors will help bring Bell's entire portfolio, as seasonally available, to the Centennial State this fall.

These new distributors are strategically located throughout the state and share Bell's commitment to quality: Breakthrough Distributing in Denver, RMC Distributing Company in Colorado Springs, High Country Beverage in Ft. Collins and Grand Junction, Mountain Beverage in the Vail Valley, B&K Distributing in Steamboat Springs and A&L Coors in Durango and Alamosa.

"Colorado is a state that we hear from a lot and we've sent a few shipments over the years that have all been incredibly well-received. We are now in a position, from a resources perspective, to launch full-time. As we make our way west, it makes perfect sense to head there next," said Larry Bell, President and Founder of Bell's Brewery.

Bell's added seven states to its distribution network in June – Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont, and New Jersey. Colorado will bring the distribution footprint of Bell's to 40 total states in addition to Puerto Rico and Washington DC.

Applications for two sales positions based in Denver will be accepted through July 29.

Launch celebrations are being planned. Additional information will be announced as details are finalized at [bellsbeer.com](http://bellsbeer.com) and on Bell's social media.

## **ABOUT A&L COORS:**

A&L Coors Inc. is committed to becoming the leader in the beverage distribution industry in order to ensure long term profitability for our shareholders and provide security and opportunity for our employees. We will develop quality partnerships with our customers and community, while amazing our suppliers with aggressive sales results and profits. We will provide a culture that encourages personal growth and a pursuit of excellence, while maintaining the principles of integrity, honesty, trust, and quality that A&L is founded on.

## **ABOUT BREAKTHRU DISTRIBUTING:**

[Breakthru Beverage Colorado](#) has served the market for more than 20 years. Formerly known as Beverage Distributors Company, the organization currently holds the largest share of the Colorado spirits and wine market, showing consistent growth through the combined strength of three dedicated selling divisions.

## **ABOUT B&K DISTRIBUTING:**

[B&K Distributing, Inc.](#) is a multi-brand beverage wholesaler-ship representing Anheuser Busch, Inc in Moffat, Routt, and Rio Blanco Counties. They also sell MillerCoors, Pabst Brewing, and New Belgium Brewery products in these areas including Grand and Jackson Counties. The company was started in 1974 by Larry Kaminski. B&K is very active in local sponsorships.

## **ABOUT HIGH COUNTRY BEVERAGE:**

[High Country Beverage Corp.](#) began business in June 1996 after buying two smaller malt beverage distributors located in Ft. Collins and Greeley, Colorado. During March of 1997 the company moved to a facility in Loveland, Colorado. In 2017, HCB moved to a new 138,000 sq. ft. warehouse located in Johnstown Colorado. High Country Beverage Corp. provides 24hr/7 day a week service to over 1,200 accounts in Northern Colorado with a population base of 670,000. High Country Beverage acquired the Western Slope territory in November of 2012. We service over 500 customers from our facilities in Grand Junction and Montrose.

## **ABOUT MOUNTAIN BEVERAGE:**

Although the distributorship has existed for many, many years as a corporately owned entity, [Mountain Beverage](#) became a locally owned and operated family business within the heart of the Colorado Mountain community specializing in world class beers, beverages and service. The owners, sales personnel, delivery personnel, operation and support personnel each live, shop, know and interact in the communities they service. Mountain Beverage is dedicated to offering the widest and highest quality selection of beer, beverages, and personalized service to our suppliers, retail customers and consumers in the heart of the mountain communities of Colorado.

Since the formation of Mountain Beverage, the company has been able to attract world class beer products, suppliers, and people, both local and from around the world, as the distributor of choice for placement of products, sales and service within the Mountain communities. As the interest in beer continues to grow, Mountain Beverage is excited to be one of the community's largest employers and

we look forward to expansion as our portfolio expands, offering stable, quality and sustainable careers and jobs in the beverage sales and distribution business.

#### **ABOUT RMC:**

[RMC Distributing Company](#), located in Colorado Springs is a three-generation Beer Distributor established in 1940. They employ over 145 “families” and service 18 Counties in So. Colorado covering over 28,000 square miles. Their 160,000 sq. ft. warehouse is a state of the art facility with the latest in technology including sophisticated shelf management capabilities that drives their multiple category captainships. They have a broad portfolio that spans all beer categories and a customer service and employee orientation exemplified by their “purpose” statement... “To build a sustainable company that is renowned for taking care of its people and taking care of its customer.”

**IMAGES AVAILABLE HERE: <http://bit.ly/2GJqap3>**

**Password: bellsannounce**

#### **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 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).

You can also follow Bell’s on [Facebook](#), [Twitter](#), [Instagram](#), [Snapchat](#) and [Untappd](#).