



Inspired Brewing®

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Bell's Brewery tour program debuts new enhancements at its Comstock Brewery

COMSTOCK, Mich. - One of the best brewery tours in the U.S. just got even better.

Bell's Brewery debuted a handful of improvements that have been in the works for months as part of enhancing its tour program.

Bell's tour guests can now explore the history of one of the oldest craft brewers east of the Mississippi River with a comprehensive 50-foot timeline. They can also be able to purchase exclusive merchandise and see pieces of Bell's history like the soup pot that started it all.

[Bell's tour program was voted as one of the best in the country by the readers of USAToday](#) as part of its 10Best series in April. Bell's finished second and was the only Midwest brewery to make that list.

"These installations will enhance our ability to tell our story with visual elements and pieces of our history - a more complete experience," said Shelly Claflin, Bell's Tour Manager. "We've literally added a huge splash of color to our tour space with this new timeline exhibit and are very excited to take the visitor experience to the next level. Providing stellar hospitality while sharing the story of Bell's will continue to be cornerstones of our tour program."

All tours are free and open to all ages. For those of legal drinking age, samples are included as you browse and learn about Bell's history.

Other improvements include additional seating, the upcoming addition of a selfie station and plaques detailing the history of fermenters that were once used at the Stroh Brewery Co. in Detroit.

Bell's tours blend an extensive knowledge of the brewery and craft beer with incredible storytelling as it welcomes tens of thousands of guests every year. The Eccentric Café, Bell's original brewery in downtown Kalamazoo and its main brewery seven miles east in Comstock, are destinations for craft beer fans from around the world.

Behind-the-scenes brewery tours have also returned for the summer. Guests can tour areas not typically seen on regular tours on Thursday evenings. [Reservations for all tours can be made here.](#)

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.

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/2XlLnJO> | **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 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.