



Inspired Brewing®

FOR IMMEDIATE RELEASE

CONTACT INFORMATION

Josh Smith, Communications Manager

Email: jsmith@bellsbeer.com

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Enter for a chance to win the ultimate Bell's Experience; sweepstakes now live

COMSTOCK, Mich. – Bell's Brewery is excited to announce a unique opportunity to enjoy Bell's beer – The Ultimate Bell's Experience Sweepstakes.

"We are extremely proud of our community and this is an incredible way to introduce two lucky fans to Kalamazoo and Comstock to see first-hand how their favorite beer is brewed. This will truly be a memorable experience, one that those outside of Michigan rarely get to see," said Laura Bell, CEO of Bell's Brewery.

Starting today, those 21 or older can enter for a chance to win a trip for two to Kalamazoo, Michigan for a customized trip spanning four days and three nights culminating with VIP guest treatment at their choice of one of many of Bell's annual and unique holidays or at a time of their choosing.

Those celebrations include Bell's All Stouts Day (currently scheduled for Nov. 5), Eccentric Day (currently scheduled for Dec. 8) Oberon (Release) Day (currently scheduled for March 26), next year's Beer Garden Opener (currently scheduled for May 31 - June 2) and Roll Out the Barrel (barrel-aged) Celebration (currently scheduled for October, 2018)

The grand prize winners also include:

- An extensive, behind-the-scenes private brewery tour.
- An opportunity to meet Larry Bell or Laura Bell (subject to availability).
- A Bell's sensory experience exploring Bell's most iconic and beloved beers.
- Hotel stay

- Transportation
- And more!

Fifty first prize winners will win a Bell's gift bag of sweet swag valued at \$100.

The deadline to enter is midnight, October 14. No purchase necessary. Limit one (1) entry per person. Some restrictions apply.

Enter online at bellsbeer.com/ultimate. The deadline for online entries is 11:59:59 p.m. Eastern Time on October 14, 2017.

To enter by mail, hand print your name, address, date of birth, and daytime phone number on a plain 3" x 5" piece of paper and mail it to:

Ultimate Bell's Experience Sweepstakes
P.O. Box 2424
Battle Creek, MI 49016-2424

Mail in entries must be postmarked by Oct. 14, 2017 and received by Oct. 21, 2017.

NO PURCHASE NECESSARY. Limit one (1) entry per person. See complete Official Rules at Bellsbeer.com/Ultimate for additional eligibility restrictions, prize descriptions/restrictions/ARVs and complete details.

For more information and for updates, keep an eye on Bell's website, bellsbeer.com, or join them on social media.

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

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.

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