



Inspired Brewing®

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CONTACT INFORMATION

Josh Smith, Communications Manager

Email: jsmith@bellsbeer.com

Media images can be downloaded here: <http://bit.ly/3c6FSJi>

Password: coin

January 25, 2021

Bell's Eccentric Café launches new loyalty program; rewards include free merch and store discounts

KALAMAZOO, Mich. - Braving the Michigan winter for a Bell's beer now comes with some new perks, part of a brand new loyalty program.

Those who visit Bell's Eccentric Cafe, 355 E. Kalamazoo Ave. in downtown Kalamazoo, this winter during designated "Coin Days" will receive a wooden token when they close out their tab.

That "coin" can then be used for 20% off all merchandise in the adjacent Bell's General Store that day or during a subsequent visit. All who visit the Beer Garden will also receive a free pair of Bell's touch screen sensitive gloves (while supplies last).

"We're doing all we can to turn up the heat in the garden and help keep our customers comfortable. The gloves and the discount are an extra thank you for everyone willing to get their Michigan snow pants on and come join us for a beer, dinner or both," Ryan Tovey, Bell's Director of Hospitality, said.

The Bell's Beer Garden currently has 15 heaters, multiple fire pits, open air tents with safely distanced tables and chairs along with extra lighting. The Cafe added additional enhancements to its outdoor dining space last month due to the COVID-19 pandemic.

All ages and blankets are welcome.

Our customers and neighbors have been very vocal about how thorough and navigable our safety precautions are. Together with all of the work the team has done to make this space as magical in the winter as in the summer, really sets this experience apart, Tovey added.

Coin Days will announced on the Cafe's social media accounts ([Facebook](#), [Twitter](#) and on [Instagram](#)) and via its email newsletter the morning of. Fans can [sign-up here](#) to receive future email updates and other information regarding special releases, food specials and more.

The Eccentric Cafe offers a weekly burger special along with a special online crowler (16 and 32 oz. cans filled to order) release every Monday at noon.

It is open Thursdays (4-8 p.m.), Fridays and Saturdays (noon to 9 p.m.) and on Sundays (noon to 6 p.m.). The General Store is open Sundays through Wednesdays (11 a.m. to 6 p.m.) and Thursdays through Saturdays from 11 a.m. until 8 p.m.

Online ordering for food and beer with curbside pick-up is also available [here](#).

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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 distributes to 43 states, 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.