



Inspired Brewing®

FOR IMMEDIATE RELEASE

CONTACT INFORMATION

Josh Smith, Communications Manager

Email: jsmith@bellsbeer.com

August 21, 2018

Two flamingos walk in to a bar... the next Larry's Latest release will be brewed with passionfruit and lime zest

COMSTOCK, Mich. - Bell's Brewery is proud to announce the next can and bottle release in its Larry's Latest series – Larry's Latest Flamingo Fruit Fight (5% ABV).

A Tart Fruit Ale brewed with passionfruit, lime zest and wheat malt, Flamingo Fruit Fight is tart with tropical and citrus aromas and flavors. It follows the 2018 debut of Larry's Latest Sour Ale, a dry-hopped Kettle Sour Ale. The name Larry's Latest is a nod to the spirit of innovation and experimentation that Larry started in 1985 and continues within the brewery to this day.

"This is a fun beer with a fun name. When it's released, it'll be nice little staycation of sorts, a break from the wintery blues January can bring," Larry Bell, President and Founder of Bell's Brewery said.

Flamingo Fruit Fight will be available in 16 oz. cans, packaged in 4-packs, 12 oz. bottles, packaged in 12-packs and 6-packs and on draught beginning in January. A specialty release, it will be available to order across Bell's distribution footprint, but will be limited.

Lime zest and passionfruit work together with the latter driving a beautiful acidity that will be appeal to those who enjoy tart beers, but not overwhelm and drive away those who do not.

Not all of Larry's Latest beers are released in packaging aside from draught. Many also do not travel beyond Bell's pub, the Eccentric Café.

Additional details will be shared at bellsbeer.com and on Bell's social media as it becomes available.

IMAGES AVAILABLE HERE: <http://bit.ly/2Lgawit>
Password: fruitfight

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 40 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](#).