



Inspired Brewing®

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September 12, 2018

Bell's Double IPA joining year-round lineup; exclusive, new releases coming to its General Store

COMSTOCK, Mich. – Two brand new Bell's beers have been announced for 2019, but Bell's Brewery has more in store for craft beer fans this fall.

Michigan's largest independent craft brewery is proud to announce the addition of Hopsolution, one of its Double IPAs, to its year-round lineup in Michigan, Ohio, Indiana, Illinois and Wisconsin. Hopsolution was previously a limited, specialty release for Bell's entire distribution area.

Twelve-ounce bottles, packaged in 6-packs, along with kegs of Hopsolution will start shipping in September. It will remain a specialty release for the remaining 35 states in Bell's distribution footprint (plus Washington DC and Puerto Rico), returning in the spring of 2019.

"Our fans have been asking for a Double IPA to be a part of our year-round portfolio. We're going to start with the Great Lakes region and re-evaluate other markets in the future," Larry Bell, President and Founder of Bell's Brewery said.

Remarkably drinkable for a beer with an 8% ABV, Hopsolution is brewed with several hop varieties for massive aromas of tropical fruit, citrus and pine. A mild caramel malt character and dry finish provide balance.

Also debuting this fall will be two brand new, but limited, specialty releases.

Side Yard Ale (6.8% ABV), a fresh-hopped New England style IPA, will be available exclusively for purchase at the Bell's General Store and on tap at Bell's Eccentric Café in downtown Kalamazoo. Packaged in 4-packs of 16 oz. cans, the beer will be brewed with Chinook hops freshly harvested from Bell's Hop Yard located right next to its Comstock Brewery. It will be released in early October.

Each can will feature one of three labels, each showing a different image of the Hop Yard including one from last year's harvest.

Tessie's Golden Ale (5% ABV) will also be a Bell's General Store and Cafe exclusive. The bottle label features Larry Bell's Yellow Labrador, Tessie, wearing an Oberon dog collar. It will also leave the brewery in late October.

Both beers will be brewed using Bell's brand new pilot brew system. Tessie's Ale will be bottled using Bell's new specialty bottling line. Both are part of a brand new innovation pipeline – a 12.8-barrel pilot brew system and specialty packaging line designed to fill 12 oz. and 750 mL bottles.

[This Pilot Brewery](#) is located where Bell's original Comstock Bottling Hall was located, the same space where all Bell's bottled beers were packaged from 2003 until 2016. Bell's newer and primary Bottling Hall is capable of filling 750 bottles-per-minute.

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/2NSmeSu> | **Password:** fallreleases

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.