



Inspired Brewing®

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Larry's Latest Sour Ale coming to bottles, cans and draught in February

COMSTOCK, Mich. – Another new Bell's beer will make its way to a larger audience soon.

Larry's Latest Sour Ale (5% ABV) will be packaged in 16 oz. cans (packaged in 4-packs), in kegs and in 12 oz. bottles (both 6-packs and 12-packs) for release in February.

Dry-hopped and kettle soured, Larry's Latest Sour Ale offers a refreshing citrus tartness combined with incredible tropical aromas. This experimental beer combines the tartness you get from kettle soured beers like Oarsman Ale with aromatic hops varieties like Mosaic, Citra, Galaxy, El Dorado and more.

It is a nod to the spirit of innovation and experimentation that Larry Bell, Bell's Brewery founder and president, started in 1985.

"This beer is part of a long tradition of experimentation that those who visit our pub are more familiar with," Laura Bell, CEO of Bell's Brewery, said.

"The Eccentric Café's Draft Board is used often to try out new ingredients and new beers. This is really the step in between creating something new and then giving it a formal name."

"A lot of other Bell's beers have followed this same path. Roundhouse, Quinannan Falls and even Two Hearted and Hopslam got their start as small trial batches that all went on to have their own place in our regular release calendar," she added.

"It is a unique opportunity to give fans unique insight into where we are headed next and introduce more to the continued experimentation that has always been a part of who we are."

As part of Bell's seasonal release calendar in 2018, along with Oberon, Best Brown and Winter White, Larry's Latest Sour Ale will stand-in for Smitten Golden Rye Ale.

"Smitten isn't going away forever and may eventually find another home in our release calendar," Bell said.

Larry's Latest Sour Ale will be available in all states Bell's distributes to, but will be limited.

Bell's announced in late June that Arabacadabra, a brand new coffee milk stout, will start shipping this October in 12 oz. bottles (packaged in 6-packs and kegs). That beer also started as a Larry's Latest trial batch.

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/2xfzKaE>

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.

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