



Inspired Brewing®

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Two distributors will help bring Bell's beer to New Mexico this fall

COMSTOCK, Michigan – Bell's Brewery is proud to announce its new distributor partnerships in the great state of New Mexico.

Premier Distributing Company and L&F Distributors will help bring Bell's entire portfolio to its 32nd state in September.

"We are very excited to welcome two new additions to the Bell's extended family. Both share our same standards of quality and customer service that our customers expect and deserve. We are all looking forward to launching there later this year," said Laura Bell, CEO of Bell's Brewery.

Bell's announced its intention to distribute to New Mexico earlier this year following on the heels of its launch in Texas in March.

Launch celebrations are being planned. Additional information will be announced as details are finalized at bellsbeer.com and on Bell's social media.

ABOUT PREMIER DISTRIBUTING COMPANY:

[Premier Distributing Company](http://PremierDistributingCompany.com) was established in 1982 with the vision of being the leading beer distributor in the State of New Mexico, through their statewide distribution network of six locations in Albuquerque, Las Cruces, Santa Fe, Clovis, Farmington and Gallup. Today, Premier Distributing Company partners with a select group of leading national, regional and local brewers, to provide premier products

and service to their customers, employees and community, through their enduring commitment to quality, teamwork and partnership.

ABOUT L&F DISTRIBUTORS:

[L&F Distributors](#) is a third generation family business which focuses on distributing beer along the Texas and New Mexico border. Our mission is to provide the best service for our customers, fully support our community, be the trusted source of knowledge for our industry, and provide an ideal place of employment.

IMAGES AVAILABLE HERE:

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](#).