



Inspired Brewing®

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January 12, 2021

Bell's beer to be distributed by Classic Beverage of Southern California

COMSTOCK, Mich. - Bell's Brewery is proud to announce a new distributor partnership in Southern California.

[Classic Beverage of Southern California](#) will assume distribution of Bell's beer after the sale of Craft Beer Guild Distributing of Los Angeles, a Sheehan Family Company.

"We are excited to partner with Classic Beverages in their ambitious plans for Southern California. As a family-owned, fiercely independent craft brewer, we are inspired by CJ's (Sanchez) passion for his family business and his vision for the future of Classic Beverage of Southern California," Matt Moberly, Bell's Vice President of Sales and Marketing, said.

Our customers should see no impact on beer availability. Classic offers a considerably greater coverage in the LA market, we should eventually reach even more customers, he added.

Bell's remains business partners with other Sheehan Family Company distributorships within the Midwest and along the East Coast. Bell's began distributing to Southern California in 2014.

ABOUT CLASSIC BEVERAGE OF SOUTHERN CALIFORNIA:

Classic was founded in 1986 by the late Joe Sanchez III. Joe and the Sanchez Family were recommended to Miller Brewing to distribute their brands throughout eastern Los Angeles County because of their strong ties to the community and industrious nature. Joe was able to build a robust business in eastern

LA County via superior customer service, and through building great relationships with suppliers & at retail.

Over 30 years later, the industrious and customer service focused spirit of Joe Sanchez is carried on through his son, President of Classic, CJ Sanchez. Via strategic acquisitions, what was once a business operating in roughly half of Los Angeles County, is a business that will expand across 9 counties in 2021. In addition to growth from a coverage standpoint, Classic has expanded their portfolio to include a non-alcohol division, spirits division, and has built upon their craft beer division.

It is Classic's ambition and expectation to be the preferred craft beer purveyor in Southern California, creating an independent route to market for independent craft brewers, and they will realize that ambition through their most recent strategic acquisition of Sheehan's Craft Beer Guild. Key partnerships with suppliers like Bells, with their best in class offerings, bring credibility to this ambition.

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Media images can be downloaded here: <http://bit.ly/2IHUNfa>

ABOUT BELL'S BREWERY

Bell's Brewery 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.