



Inspired Brewing®

## FOR IMMEDIATE RELEASE

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## Bell's Sparkleberry Ale will debut in cans this June, celebrate diversity

COMSTOCK, Mich. - Celebrating diversity has always been an integral part of Bell's culture. This summer, 16 oz. cans of Sparkleberry will join that celebration.

Bell's Brewery is proud to share a first look at the packaging of one the newest additions to its 2018 release calendar, Sparkleberry Ale.

A raspberry Belgian-style Tripel Ale, Sparkleberry will debut in 4-packs, for the first time in June.

Slightly tart and effervescent, Sparkleberry has a ruby red hue, an ABV of 9% and is brewed with raspberries. Cans and kegs will ship to all states Bell's distributes to, but will be very limited.

"Our celebration of diversity is no secret, but this can says it front and center. No matter who you are or who you love, all are welcome at Bell's," said Laura Bell, CEO of Bell's Brewery.

We want everyone to get their sparkle on and celebrate what makes us all unique and special. Beer has traditionally brought people together and we proudly continue and honor that tradition with this fun beer, she added.

Sparkleberry was originally brewed to celebrate Bell's presenting sponsorship of Kalamazoo Pride in 2013, the same year it won a Bronze Medal at the Great American Beer Festival in Denver.

Bell's partnership with Kalamazoo Pride, the largest fundraiser of the year for [OutFront Kalamazoo](#), will continue through at least 2019.

Formerly the Kalamazoo Gay-Lesbian Resource Center, OutFront Kalamazoo continues to serve the gay, lesbian, bisexual, and transgender community of greater Kalamazoo and its friends and allies. Their events support efforts to create a just, inclusive, and supportive environment in Southwest Michigan for people of all sexual orientations and gender identities and expressions.

Look for more information about Sparkleberry online at [bellsbeer.com](http://bellsbeer.com) and on Bell's social media. Follow Bell's on Facebook, Twitter, Snapchat and Instagram for the latest on beer releases, news and more.

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**MEDIA IMAGES AVAILABLE HERE:** <http://bit.ly/SparkleberryPress> | Password is **sparkleberry**

#### **ABOUT BELL'S BREWERY, INC.**

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 employs more than 500 people over a 32 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](http://bellsbeer.com).

You can also follow Bell's on [Facebook](#), [Twitter](#), [Instagram](#), [Snapchat](#) and [Untappd](#).