



Inspired Brewing®

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

CONTACT: Josh Smith | jsmith@bellsbeer.com

Bell's Two Hearted mini-kegs (5L) return

WHAT: For the first time since 2012, Bell's Two Hearted mini-kegs will return to store shelves. They will ship in early November, in limited quantities, just in time for the holidays. These 1.32 gallon cans are perfect for sharing (or not) and make great gifts. Bell's Brewery is one of the few breweries to offer a beer in such a fun and eccentric package.

Two Hearted Ale (7% ABV) – American IPA – Brewed with 100% Centennial hops from the Pacific Northwest and named after the Two Hearted River in Michigan's Upper Peninsula, this IPA is bursting with hop aromas ranging from pine to grapefruit from massive hop additions in both the kettle and the fermenter. Perfectly balanced with a malt backbone and combined with the signature fruity aromas of Bell's house yeast, this beer is remarkably drinkable and well suited for adventures everywhere.

WHO: Bell's Brewery is one of the oldest and largest independent craft breweries in the United States. Two Hearted Ale is its most popular craft beer. Available year-round on draught in cans and in bottles, Two Hearted has been voted No. 1 Beer in America two years in a row by members of the American Homebrew Association.

WHEN & WHERE: They will ship from the brewery starting the week of Nov. 5. After being picked up by distributors, it will take some time to travel to their final destination. Bell's suggest fans contact their local retailers directly to inquire about availability. The brewery also emphasizes being patient with retailers as they may not have all information right away. Two Hearted mini-kegs will ship to Bell's entire distribution footprint, but will be limited. They will go on sale at the Bell's General Store in Kalamazoo on Nov. 7.

FOOD PAIRINGS

Savory: Oysters, BBQ, brisket, cilantro, bleu cheese, coriander, cumin, balsamic, chili

Sweet: Apples, grapefruit, carrot cake, maple syrup, caramel

The Eccentric Way: Curried Vegetable Soup

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