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Inspired Brewing®

# Bell's Brewery Expands “Two Hearted IPA” Brand Family with **Hazy Hearted & IPA Variety Pack**

*The product extension expands on Two Hearted IPA's 25-year legacy  
as one of America's most coveted craft beers*

**COMSTOCK, Mich., Dec 15, 2022** – [Bell's Brewery](#), Michigan's largest craft brewery, today announced the expansion of its iconic [Two Hearted IPA™](#) (India Pale Ale) brand family with the release of **Hazy Hearted IPA™** and the **Hearted IPA Variety Pack™**.

The first hazy IPA worthy of the Hearted label, Hazy Hearted IPA brings a tropical, fruit-forward flavor with moderate hoppy bitterness and a balanced, slightly sweet finish with 7.5% ABV (alcohol by volume).

Hazy Hearted IPA delivers a smooth and pillowy mouthfeel due to the specific and intentional ratios of oats and wheat. Bell's master brewers hand selected the beer's American and Australian hops, including Strata, Citra, Mosaic, Galaxy, El Dorado, and other varieties, all of which are used at different points in the brewing process to bring out their complementary qualities.

“Not just any hazy IPA could join the Hearted family, so we worked for years to craft a flavorful beer that brings out the fruity taste IPA drinkers love, while maintaining the quality and balance Two Hearted IPA fans have come to expect,” said Andy Farrell, Brewmaster at Bell's Brewery.

Six-pack cans and single serve 19.2 oz cans will be available at select Michigan retailers beginning this week. Six-pack cans will be available across the Great Lakes region by January 2023. Beginning tomorrow, customers can enjoy Hazy Hearted IPA on tap at Bell's Eccentric Café located at 355 E Kalamazoo Ave, Kalamazoo, MI 49007.

In addition, the Hearted IPA Variety Pack features its namesake beer alongside three new, distinct IPAs. The variety pack includes:

- Two Hearted
  - The iconic American IPA featuring 100% Centennial hops and 7% ABV
- Hazy Hearted
  - A new tropical and fruity hazy IPA with a smooth finish and 7.5% ABV
- Big Hearted
  - Exclusive to the Hearted IPA Variety Pack
  - Imperial style IPA featuring citrus and berry hop aromas with slight bitterness at 9.5% ABV
- Change of Heart
  - Experimental rotating offering exclusive to the Hearted IPA Variety Pack
  - The first edition is a Cold IPA featuring fruit-forward and piney notes with a clean, dry finish and 6.8% ABV
  - Cans include a QR code where consumers are encouraged to review the beer



The Hearted IPA Variety Pack will be available in 12-pack cans at retailers nationwide beginning this week. The first edition will retire in mid-March and will be replaced with another variety pack featuring a new lineup of beers in April.

“Growing the Two Hearted brand family has been a long-term goal at Bell’s. We were intentional about honoring Two Hearted’s 25-year legacy when creating Hazy Hearted, Big Hearted and Change of Heart and it was imperative that these new beers could sit alongside our iconic Two Hearted IPA, and be equally enjoyed for their perfected flavor profiles,” said Carly Davis, Two Hearted Brand Manager at Bell’s. We couldn’t be more excited to share these new beers with IPA fans and expand upon Two Hearted’s longstanding heritage.”

For more information on Bell’s Brewery, visit [bellsbeer.com](http://bellsbeer.com). To find Bell’s beer near you, visit [bellsbeer.com/beer-finder](http://bellsbeer.com/beer-finder).

#### **ABOUT BELL’S BREWERY**

Bell’s Brewery began in 1985 in Kalamazoo, Michigan, with Larry Bell, a quest for better beer and a 15-gallon soup kettle. Since then, Bell’s has grown into one of the largest craft breweries in America, thanks to its iconic brands such as Two Hearted IPA, Oberon Ale and Hopslam Ale. Bell’s believes that business – and beer – can be powerful tools to renew our trust not only in each other, but the world around us. Bell’s ‘Inspired Brewing’ philosophy represents our collective responsibility to create meaningful change by resourcing responsibly as stewards of our environment, byre-igniting and celebrating our distinct senses of creativity, and by re-energizing the common belief we can come together to make good on the promise of a more prosperous future for all.

Bell’s distributes its best-in-class beer to 44 states, in addition to Puerto Rico and Washington DC. It currently brews more than 20 beers for distribution out of its Comstock, Michigan brewery as well as many small-batch beers that are served at the Eccentric Cafe in Kalamazoo, Michigan. For more information, please visit [BellsBeer.com](http://BellsBeer.com).

Asset Link: [HERE](#)

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