

CONTACT:

Megan Olson- Public Relations Manager
megan.olson@newbelgium.com

**Imagery & Photos:**

[LINK HERE](#)

**New Belgium And Bell's Announce Courtney Simmons as New DEI Director**

Combined DEI approach aims to strengthen equity and inclusion practices across all elements of business, while championing progress within the craft beer industry and beyond

(Fort Collins, Colo. and Comstock, Mich. – June 1st, 2022) – New Belgium Brewing and Bell's Brewery today announced Courtney Simmons (she/her/hers) as the newly-combined company's Director of Diversity, Equity & Inclusion. By providing expert leadership on this critical element of Human-Powered Business across a workforce spanning 1,300 coworkers and major operations in four states, Courtney's new role is both a recognition of the work yet to do in building a more diverse, equitable, and truly inclusive company that reflects the entire spectrum of identities in our communities, and a strong commitment to accelerating progress toward that goal.

Courtney brings a wealth of experience to the company. Prior to joining New Belgium and Bell's, she served as DEI Manager at Herman Miller in Zeeland, Mich., where she worked to embed DEI practices throughout the employee lifecycle, including talent pipelines, learning experiences, and courageous conversations. She serves as Chair for the Equality Michigan Action Network which advocates and lobbies to ensure LGBTQ+ individuals can live their best lives in Michigan; volunteers with Make-A-Wish Michigan as a wish-granting volunteer helping kids with life-threatening illnesses; and serves on the Diversity and Inclusion Committee for a local law firm.

"DEI presents an enormous opportunity for the craft beer industry to evolve and expand in a positive direction, and New Belgium has made some important investments in this work. But it's no secret that we, like so many breweries, have a long way to go," said New Belgium CEO Steve Fechheimer. "As a central part of our Human-Powered Business model, we will continue putting our coworker and community wellbeing at the center of everything we do to ensure our business reflects all people, cultures, and identities."

"Courtney is a phenomenal leader and a much-needed truth-teller, and she's really well positioned to help push us to address hard realities about where we are falling short in championing equity and building diversity as a company, within our industry, and beyond," said Carrie Yunker, Executive Vice President at Bell's Brewery.

New Belgium and Bell's have long-prioritized advancements towards equity and inclusion in the brewing industry. Co-founded by a social worker in 1991, New Belgium has spent three decades pioneering a people-centered business model called Human-Powered Business based on the idea that coworkers drive the business forward, and in return the business puts coworker and community wellbeing at the center of everything we do. The brewery is a certified B Corporation; employed the first Diversity and Inclusion Specialist in the craft beer industry in 2019; is an active member of the Human Rights Campaign Business Coalition for the Equality Act; advocates against discriminatory public policy; and received a perfect score of 100% on HRC's corporate equality index Best Places to Work for LGBTQ Equality in 2021 – the first craft brewery to do so. Internally, New Belgium also supports a range of affinity groups promoting community, connection, and amplifying coworker voices, and has long adopted a scalable philanthropy model that prioritizes investment in marginalized communities.

Bell's work in diversity, equity, and inclusion spans over 30 years of working to foster, engage and empower a diverse workforce and community. Bell's has been the presenting sponsor of Kalamazoo Pride since 2013, and Bell's co-workers have been seeking to amplify underrepresented voices through beer since the first iteration of

their co-worker brew series in 2019. This twice annual series celebrates the individual experiences and identities of their coworkers including, but not limited to, LGBTQ+, Veterans, and Black and Latino/a/x coworkers. Together with New Belgium, the combined company is prioritizing this work by adopting Human-Powered Business practices across the newly expanded business.

In this new leadership role, Courtney will work to continue bringing underrepresented voices forward to influence leadership's thinking and how decisions are made. Plans include focusing on key areas of the business initially – including trainings to embed a culture of inclusion, recruiting, retention and advancement, coworker benefits and services, brand marketing and community outreach. Courtney will also join the Human Powered Business Steer Co. with the executive team and help center equity and inclusion governance within the company's Human-Powered Business model. Reporting to Chief ESG Officer Katie Wallace, Courtney will work to add resources to make it easier for all coworkers to engage in the practice of making Bell's and New Belgium's spaces inclusive and equitable, thus supporting broader diversity in the industry and beyond.

“At the end of the day, if we're not engaging all our co-workers and ensuring that our workforce reflects ALL the people, cultures, and identities among potential customers in our global marketplace, well then, we're not reaching all the people we can, selling all the beer we can, making all the profits we can, or having the greatest positive impact we can,” said Simmons. “I'm inspired by our potential to kick ass at this effort.”

About New Belgium Brewing

New Belgium was founded in 1991 in Fort Collins, Colo., by Kim Jordan, a social worker, who built her company the only way a social worker would: People first. From the beginning, New Belgium established norms that were and still are rare in the business world: fully paid healthcare premiums for all coworkers, paying a living wage, open-book management, renewable energy sourcing, a free onsite medical clinic staffed by a doctor trained in trans medicine, and much more – practices that, all together, represent a unique 'human-powered' business model that has expanded over the years, especially in advocating for human-powered business practices among larger companies. New Belgium is a certified B Corp with a 2030 Net Zero goal, maintains TRUE Zero Waste certification and was the first brewery to join 1% for the Planet. The company expanded to Asheville, N.C., in 2016; Denver, Colo., in 2018, and San Francisco in 2021, and is currently the fastest-growing craft brewer in America. The company is famous for its flagship beer, Fat Tire Amber Ale, along with year-round favorites like Voodoo Ranger IPA (America's #1 IPA brand), Dominga Mimosa Sour, and La Folie Sour Brown Ale; as well as an award-winning wood-aged sour program and innovative limited release beers. To learn more about the full product lineup and New Belgium's Human Powered Business model, visit [NewBelgium.com](https://www.newbelgium.com).

About Bell's Brewery

Bell's Brewery, Inc. 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, distributing to 43 states, in addition to Puerto Rico and Washington DC. The dedication to brewing flavorful, unfiltered, quality craft beers that started when Larry was a homebrewer continues today with iconic brands such as Oberon Ale and Two Hearted Ale, as well as Light Hearted Ale and Official Hazy IPA. Bell's currently brews more than 20 beers for distribution out of its Comstock brewery as well as many small-batch beers that are served at the Eccentric Cafe in Kalamazoo. Over the years, Bell's has become an industry leader in safety, quality, and human resources, and has paved the way for the hundreds of craft breweries across Michigan. Bell's ongoing goal is to brew thoughtful, creative, and artistic ales, and strives to make craft beer welcoming and open to all. For more information, please visit [BellsBeer.com](https://www.bellsbeer.com).

###