

## Meijer Bakers Create Oberon-Inspired Treats to Celebrate the Annual Launch

**Orange-flavored cookies, donuts and cupcakes available in all Michigan Meijer stores for a limited time**

GRAND RAPIDS, Mich. – The spring equinox signals the promise of warmer weather and sunnier days, but many Michiganders also celebrate the season change with another local tradition: Bell's Brewery's annual Oberon launch on March 26. It's a day marked with midnight tappings and launch parties, and this year, the Meijer Bakery team created special Oberon-inspired cookies, cupcakes and donuts that are available in all of the retailer's Michigan locations for a limited time.

The Meijer chefs created a special orange-flavored sugar cookie that plays off of the signature orange slice that is served with an Oberon. The donuts and the cookies are decorated using colors associated with the Oberon label – light blue, orange and dark blue. There is no beer used in making any of these products.

"The annual Oberon launch is a fun time of the year in Michigan with more celebrations happening to mark the event," said Brad Miller, bakery buyer for Meijer. "We are so proud to support our fellow West Michigan friends at Bell's Brewery by creating special bakery treats that can be a creative addition to any Oberon party."


The Oberon-inspired treats can be found on special Oberon-decorated displays within the Bakery section of all Meijer stores in Michigan for a limited time.

### About Meijer:

Meijer is a Grand Rapids, Mich.-based retailer that operates 235 supercenters and grocery stores throughout Michigan, Ohio, Indiana, Illinois, Kentucky and Wisconsin. A privately-owned and family-operated company since 1934, Meijer pioneered the "one-stop shopping" concept and has evolved through the years to include expanded fresh produce and meat departments, as well as pharmacies, comprehensive apparel departments, pet departments, garden centers, toys and electronics. For additional information on Meijer, please visit [www.meijer.com](http://www.meijer.com). Follow Meijer on Twitter [@twitter.com/Meijer](https://twitter.com/Meijer) and [@twitter.com/MeijerPR](https://twitter.com/MeijerPR) or become a fan at [www.facebook.com/meijer](https://www.facebook.com/meijer).

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Additional assets available online:  [Photos](#) <sup>(1)</sup>

<https://newsroom.meijer.com/2018-03-26-Meijer-Bakers-Create-Oberon-Inspired-Treats-to-Celebrate-the-Annual-Launch>