



Shmaltz Brewing Company was established in 1996 by proprietor Jeremy Cowan. Begat as an experiment for Chanukah, Cowan launched his award-winning line of HE'BREW Beers® with the production of 100 cases hand bottled, hand labeled and hand delivered to San Francisco Bay Area shelves out of the trunk of his Grandmother's Volvo. In 1997, Shmaltz moved the production of HE'BREW Beer® to Anderson Valley Brewing Company (at the time named one of the Top Ten Breweries in the World) and expanded distribution to Chicago and New York. Cowan's creations quickly attracted an exuberant cult following with its dedication to delicious beer and delicious shtick.

In 2003, Shmaltz Brewing introduced 6-packs and moved its production East to the craft beer pioneers at Mendocino Brewing Company's facility in Saratoga Springs, NY. For their 10th anniversary Shmaltz introduced their critically acclaimed 22 ounce line of HE'BREW Beers®: Origin Pomegranate Strong Ale®, Bittersweet Lenny's RIPA® (tribute beer to the late comedian Lenny Bruce, now available in 4 packs), and Monumental Jewbelation®, brewed in New York under the brewing mastery of Paul McErlean. HE'BREW Beer® is now available in over 25 states through over 30 wholesalers at more than 1,500 retail and specialty shops including Beverages & More, Whole Foods, Total Wine, select Krogers, and Cost Plus.

Over the past seven years (2003-2010), Shmaltz Brewing Company has achieved well over 1000% growth with projected annual sales for the 2011 estimated at over \$2 million. No longer a one-man operation, Shmaltz recently expanded to 10 official employees plus a dedicated tribe of interns and has sold more than 10 million bottles to date. HE'BREW Beer's® latest offerings include Genesis 15:15®, Reunion Ale '11: A Beer for Hope®, R.I.P.A. on Rye (Bittersweet Lenny's R.I.P.A. aged in Sazerac 6-Year Rye Whiskey barrels), Rejewvenator (Year of the Grape), the latest installment of their award-winning extreme Chanukah seasonal, Jewbelation 15 (15 malts, 15 hops, 15% alc.), and the barrel aged Vertical Jewbelation® (a blend of all seven recipes of Jewbelation® aged in Sazerac 6-Year Rye Whiskey barrels throughout 2010). For Chanukah 2011, Shmaltz will release the second edition of the HE'BREW Holiday Gift Pack® featuring eight prized HE'BREW® beers. The 8-beer Gift Pack will include a custom glass, Chanukah candles and instructions on how to build your own beer menorah.

Summer 2008 marked the official national launch of their new line of craft brewed lagers under the Coney Island brand. Inspired by the spirit, the history, and the future of America's Playground, Shmaltz Brewing released its Coney Island Craft Lagers® in association with the arts organization Coney Island USA, a 501(c)3 Non-Profit. A portion of its proceeds directly benefits Coney Island USA. The line features its self-titled debut offering, Coney Island Lager®, and six hybrid styles combining traditional Lager yeast and brewing techniques with new American craft beer flavor and personality: Sword Swallower®, Albino Python®, Human Blockhead®, Mermaid Pilsner®, Freaktoberfest® (available in 4 packs), and Luna Lager™. In summer 2010 and 2011, Shmaltz nationally released the Coney Island Craft Lagers® Variety Pack featuring 12 oz. bottles of Coney Island Lager®, Sword Swallower®, Albino Python®, and Mermaid Pilsner®. In August 2011, Shmaltz released Coney Island Barrel-Aged Human Blockhead (10%ABV), a bold Imperial American Bock aged over five months in first-use Buffalo Trace Kentucky Straight Bourbon Barrels. Also in August 2011, Shmaltz Brewing opened Coney Island Brewing Company - the World's Smallest Brewery – in Coney Island, NY.

In October 2011, Shmaltz Brewing proprietor Jeremy Cowan launched his debut book, *Craft Beer Bar Mitzvah*, nationwide to bookstores through Small Press United (a subsidiary of Independent Publishers Group). Small Press United provides book distribution for small press publishers to chain and independent bookstores, wholesalers, libraries, the gift and specialty markets, and online retailers; IPG is the second largest independent press distributor in the United States. *Craft Beer Bar Mitzvah* is now available at bookstores across the country, as well as at major digital retail outlets including Amazon.com.

In his small business memoir, Cowan divulges how he took on the craft beer world, and ultimately created one of the most respected brands in the country. *Craft Beer Bar Mitzvah* documents Cowan's early days of delivering beers in his Grandmother's Volvo, to winning awards 13 years later at top craft beer festivals around the country. This meaningful, relevant, and often hilarious memoir takes readers on a wild ride with the head of one of today's most successful and award winning Jewish Freak Show Craft Breweries.

Shmaltz was named "Best American Craft Brewer" and won the "Best In Show 2010" title by *Beverage World Magazine*, after being named "Breakout Brand" for 2009. Shmaltz was also recently included in the "Fastest Growing Bay Area Companies" by *San Francisco Business Times*, and is a recipient of the "Distinguished Business Award" by the Brooklyn Chamber of Commerce. The Brooklyn Chamber recognized their new line of Coney Island Craft Lagers® as substantial dedication to promoting a positive image of the borough as an ideal place to live, work and play. In September 2010, HE'BREW's RIPA on Rye® won a Silver Medal in the Wood and Barrel Aged Strong Beer category at the Great American Beer Festival (Denver, CO). Shmaltz's Coney Island Lager® has appeared for many consecutive years on tap at the MOMA Sculpture Garden in New York City, and their top-selling Genesis Ale is part of the "Being Jewish" exhibition at the new Contemporary Jewish Museum in San Francisco, CA.

Proprietor Jeremy Cowan is active giving presentations at top ranking extreme beer festivals, community events and non-profit organizations. He has recently spoken at Denver's Great American Beer Festival and has appeared alongside such beer luminaries as Jim Koch of Boston Beer Company (Sam Adams), Sam Calagione from Dogfish Head Brewing, and Matt Cohen of Magic Hat Brewing Company. He continues his involvement within the Jewish community hosting events in connection with the Jewish Federation, Birthright Israel and on-campus Hillel, and Jewish Community Centers around the country. Shmaltz has participated in several high profile fundraising events including "Homage to Lenny Bruce & Free Speech" which featured comedians Sarah Silverman and Lewis Black. In connection with Chanukah 2010, Shmaltz launched an unprecedented series of events featuring 88 Chosen Bars across the country featuring all eight recipes of Jewbelation during the eight days of Chanukah. In 2011, Shmaltz will have 150 Chosen Bars on hand for the Chanukah events. Each year Shmaltz continues to host their annual challenge "Chanukah vs. Christmas: The Battle Royale of Beers" in national markets including NYC, San Francisco, Seattle, Portland, Washington DC, Philadelphia, Atlanta, Baltimore and others. They will also launch a new photo contest for the Best Beer Menorah's for this holiday season.

After 15 years of wandering the American land of milk and honey, Shmaltz's exceptional craft beers have become a pop cultural phenomenon appearing in *The New York Times*, *CNN Headline News*, *The Onion*, *Beer Advocate Magazine*, *Celebrator Beer News*, *The Today Show*, *Bravo*, *NPR's "Weekend Edition,"* *New York Magazine*, *Newsweek*, *Elle*, *SELF*, *Men's Health*, *BUST*, *Playboy*, *Associated Press*, *Reuters*, *MSNBC*, *San Francisco Magazine*, *The Jerusalem Report*, *New York Jewish Week*, *Who Wants to Be a Millionaire*, and *Forbes.com*.