



BOOZE NEWS

## The Other Beer Book Out Now: *Shmaltz's Craft Beer Bar Mitzvah*

By [Chantal Martineau](#) Wed., Oct. 12 2011 at 3:25 PM



There's a very big book about beer that's making waves right now. But a smaller book on beer is also making the rounds. *Craft Beer Bar Mitzvah*, by Shmaltz Brewing founder Jeremy Cowan, is a small business memoir that celebrates kosher (and not-so-kosher) craft beer.

The tag line of the book says it all: *How It Took 13 Years, Extreme Jewish Brewing, and Circus Sideshow Freaks to Make Shmaltz Brewing Company an International Success*. Cowan enlisted James Sullivan, author of among other things *7 Dirty Words: The Life and Crimes of George Carlin*, to help him write the book. So, there's bound to be some schtick in there. Of course, that's to be expected from a book about the maker of a beer called HE'BREW.