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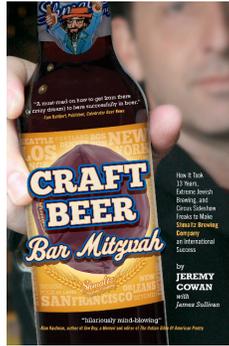
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CRAFT BEER FOUNDER'S DEBUT BOOK LAUNCHES AT BOOKSTORES NATIONWIDE

*Small Press United (A Division of IPG) Will Nationally Distribute Shmaltz Brewing Proprietor Jeremy Cowan's Small Business Memoir, **Craft Beer Bar Mitzvah**, Hits Bookstores in October 2011 on Malt Shop Publishing*

Early Buzz:

"Hilariously mind-blowing"

-**Alan Kaufman**, author of *Jew Boy, a Memoir* and editor of *The Outlaw Bible of American Literature*

"A must read on how to get from there (a crazy dream) to here successfully in beer."

-**Tom Dalldorf**, Publisher, *Celebrator Beer News*

"*Craft Beer Bar Mitzvah* mixes comedic, self-deprecating anecdotes with general acts of badassery - which pretty much sums up the brands [Cowan] has created."

-**Jeff Cioletti**, Editor-in-Chief, *Beverage World Magazine*

"This man knows how to build a brand from scratch and reading his story is a fascinating, can't-put-the-book-down tale. Just don't read it from right to left."

-**Pete Slosberg**, founder of *Pete's Wicked Ale*

New York, San Francisco, Beyond! - October 18, 2011 - Shmaltz Brewing Co. proprietor Jeremy Cowan teams up with Small Press United, a subsidiary of Independent Publishers Group (IPG), to distribute nationally his debut book: ***Craft Beer Bar Mitzvah: How It Took 13 Years, Extreme Jewish Brewing, and Circus Sideshow Freaks to Make Shmaltz Brewing Company an International Success***. 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. Detailed information on ***Craft Beer Bar Mitzvah***, including a free sampling of Chapter One and suggested beer pairings, can be viewed at www.craftbeerbarmitzvah.com.

Jeremy Cowan will celebrate the national launch of ***Craft Beer Bar Mitzvah*** with a book tour this fall and winter hitting major and regional markets including NYC, San Francisco, Los Angeles, St. Louis, Atlanta, Philadelphia, Washington DC, Boston, North Carolina, Missoula, Baltimore, and others. Additional book events will be announced in the coming weeks, and below is a list of several confirmed events happening in December 2011:

***(San Francisco, CA) Friday, December 9, 2011 @ The Booksmith** (1644 Haight Street, San Francisco, CA, 5:30 pm - 7 pm): Cowan will do a book reading and beer tasting at The Booksmith.

***(NYC) Wednesday, December 14, 2011 @ The Strand** (828 Broadway, 7 pm): Cowan will do a book reading and beer tasting in the Rare Books Room.

***(NYC) Thursday, December 15, 2011 @ Powerhouse Arena** (37 Main Street, Brooklyn, NY): Cowan will do a book reading and beer tasting at Powerhouse Arena.

***(Baltimore) Friday, December 16, 2011 @ Atomic Books** (3620 Falls Road, Baltimore, MD): Cowan will do a book reading and signing, and Shmaltz beers will be available at the event.

***(Baltimore) Friday, December 16, 2011 @ Max's Taphouse** (737 South Broadway, Baltimore, MD): Join Shmaltz for a holiday tap takeover, Cowan will be on hand to share pints and sign books.

***(Philadelphia) Sunday, December 18, 2011 @ The Foodery** (837 North 2nd Street, Philadelphia, PA, 4 pm - 7 pm): Cowan will be joined at this special book reading and beer tasting by local celebrity Don Russell aka Joe Sixpack, reading from his book *What the Hell am I Drinking?* Afterward, the party will move to Devil's Den for an amazing Shmaltz line-up of beers, going head-to-head against PA's finest Christmas ales, in Shmaltz's *Chanukah vs. Christmas: The Battle Royale of Beers* annual showdown.

***(NYC) Monday, December 19, 2011 @ Resto** (111 East 29th Street, New York City, 7 pm): Shmaltz Brewing will team up with three NYC breweries for the ultimate gastronomic Chanukah vs Christmas showdown! Four breweries will pair their finest holiday beers alongside dishes prepared by four guest chefs. Cowan will do a book reading as part of this special holiday beer dinner.

***(NYC) Tuesday, December 20, 2011 @ Barcade - Jersey City** (163 Newark Avenue, Jersey City, NJ): Cowan will conduct a special book reading and beer tasting to celebrate the first night of Chanukah 2011 at the new Barcade in Jersey City.

***(NYC) Wednesday, December 21, 2011 @ Idle Hands** (25 Avenue B, New York City, 7 pm - 10 pm): Cowan will host *Chanukah vs Christmas: The Battle Royale of Bourbon, Beer, and Books* at Idle Hands. Select HE'BREW® beers will be on hand to compete against several Christmas brews and bourbons, and Cowan will do both a book reading and teach a class about the Shmaltz brand.

***(Boston) Thursday, December 22, 2011 @ Stoddards Food and Ale** (48 Temple Place, Boston, MA): Cowan will host a book reading and beer tasting event at Stoddards.

***(Washington DC) Sunday, December 25, 2011 @ Sixth & I Synagogue** (600 I Street NW, Washington, DC): Cowan will be a part of the Sixth & I Synagogue's "Jewish Christmas Blowout," which will feature a book reading by Cowan, HE'BREW Beer® tastings, chinese food, and various films.

About *Craft Beer Bar Mitzvah*

In his small business memoir, Jeremy Cowan divulges how he took on the craft beer world and ultimately created one of the most respected niche brands in the country. *Craft Beer Bar Mitzvah* tracks Cowan's evolution from the earliest days of hand squeezing pomegranates and delivering 100 cases of hand-bottled HE'BREW Beer® to winning awards 13 years later at top U.S. craft beer festivals. This meaningful, insightful and often hilarious memoir takes readers on a wild ride with the head of today's most successful and decorated Jewish Celebration Freak Show Craft Brewery.

To co-write and edit the tale of *Craft Beer Bar Mitzvah*, Cowan enlisted the help of longtime friend and professional journalist, James Sullivan. Sullivan worked as a staff writer for the *San Francisco Chronicle* and contributor to the *Boston Globe*. He is the author of three books: *7 Dirty Words: The Life and Crimes of George Carlin*, *The Hardest Working Man: How James Brown Saved the Soul of America*, and *Jeans: A Cultural History of an American Icon*. Cowan entrusted Sullivan to help capture the intimate, purposefully conversational style of his story and to transform his writing from beer labels and sell sheets into a 300 plus page narrative.

On working with Cowan, James Sullivan assesses, "Jeremy puts all sorts of ingredients into his delicious beers, but the first one is always chutzpah. He sold the first cases of HE'BREW out of the trunk of his grandma's Volvo, and now it's available across the country. Same with *Craft Beer Bar Mitzvah* -- he self-published, and now he's got national distribution. Beer, perseverance and comedy: a very sessionable recipe."

A standout success story in the beer world, Shmaltz Brewing features two lines, HE'BREW Beer® and Coney Island Craft Lagers®, that have gained a dedicated cult following. A renowned contract brewer, Jeremy Cowan has developed Shmaltz into a nearly \$3 million a year business with more than 10 employees. The brand has been highlighted with many distinguished media outlets including *The New York Times*, *Wall Street Journal*, *CNN*, *NPR "Weekend Edition"*, *The Onion*, and *Beer Advocate Magazine*. *Craft Beer Bar Mitzvah* captures the heart and soul of a visionary small business owner dedicated to producing exceptional handcrafted products, and turning on the average consumer to the delicious world of craft beer.

About Shmaltz Brewing Company

Shmaltz Brewing Company was recently 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 included in the "Top 50 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.

Established in San Francisco in 1996 with the first batch of 100 cases of HE'BREW Beer® bottled, labeled, and delivered by hand, Shmaltz has sold more than 10 million bottles of beer to date. Along with their acclaimed line of HE'BREW Beers®, Shmaltz introduced its new line of sideshow-inspired Coney Island Craft Lagers®. Proceeds help Coney Island USA, a 501(c)(3) Non-Profit fulfill its mission to defend the honor of lost forms of American popular culture in Brooklyn's historic Coney Island neighborhood.

Shmaltz offerings are available in more than 25 states through 30 wholesalers at more than 3,500 retail specialty shops across the U.S., including Beverages & More, Whole Foods, Total Wine, select Krogers and Cost Plus.

Shmaltz Brewing beers have appeared in such distinguished media outlets as *The New York Times*, *Wall Street Journal*, *CNN Headline News*, *The Onion*, *Beer Advocate Magazine*, *Celebrator Beer News*, *Ale Street News*, *NPR's "Weekend Edition," New York Magazine*, *Newsweek*, *Men's Health*, *BUST*, *Playboy*, *Associated Press*, *Reuters*, *MSNBC*, *San Francisco Magazine*, *The Jerusalem Report*, *New York Jewish Week*, *Washington Post*, *MAXIM*, *Forbes.com*, *Smartmoney.com*, *Entrepreneur.com* and *Epicurious.com*. For more information, please visit www.shmaltzbrewing.com.

About IPG

Independent Publishers Group was founded in 1971, the first organization specifically created for the purpose of representing titles from independent presses to the book trade. IPG is the second largest independent book distributor in the United States. Their innovative publisher services, aggressive marketing, and extensive reach ensure access into every channel, including gift, specialty, wholesale, and digital accounts worldwide. Small Press United is the small press arm of IPG. For more information, please visit: www.ipgbook.com.

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