

For Immediate Release

Media Contact:
Jesse P. Cutler
JP Cutler Media
(o) 415.826.9516
(e) publicity@jpcutlermedia.com



SHMALTZ BREWING COMPANY DOUBLES STAFF SIZE, HIRES DIRECTOR OF MARKETING & BREWMASTER

*Shmaltz Brings Aboard Standout Employees in Upstate New York,
Hires Local Heavyweights Shelby Schneider (Director of Marketing) and Paul McErlean (Brewmaster)*

Clifton Park, NY -- Thursday, November 7, 2013 -- Shmaltz Brewing Company announces today the hiring of two local luminaries from Saratoga, NY, including **Shelby Schneider** as their first-ever Director of Marketing, and Brewmaster **Paul McErlean**. Shmaltz entered the Upstate New York region in May 2013 with opening a brand new 20,000 square foot brewery located in Clifton Park, NY (10 miles north of Albany's capital district). The award-winning beer company doubles its staff by hiring 10 new regional employees. Shmaltz proprietor **Jeremy Cowan** is available for interviews.

Based on her extensive business to business marketing experience, Shelby Schneider joins Shmaltz following a 13-year stint as the Director of Marketing and Economic Development Specialist at the Saratoga Economic Development Corporation (SEDC). While at SEDC, Schneider was instrumental in administering Saratoga County's "Empire Zone Program," providing marketing and communications support for the development of the Luther Forest Technology Campus (Malta, NY), and was integral in attracting to the area, GLOBALFOUNDRIES (\$7+ billion state-of-the-art semiconductor manufacturing facility), which brought over 2,000 direct jobs to Saratoga County and another 5,000 in construction, service, and support jobs.

Longtime Shmaltz brewer Paul McErlean signs on as Brewmaster at the new brewery; McErlean exclusively brewed Shmaltz's beers while contracted through Mendocino Brewing Company's facility in Saratoga Springs, NY (2003 - 2013). McErlean is a 20-year veteran craft brewer who began his career after finishing the master brewer's program at the University of California-Davis. Following two four-year stints at Lowell Brewing Company (Lowell, MA) and The Van Dyck (Schenectady, NY), he was the Brewmaster at Olde Saratoga Brewing Company (2001 - 2013) and currently judges at the Great American Beer Festival (Denver, CO). Now the full-time Brewmaster at Shmaltz, McErlean has three Assistant Brewers: **Mike Myers**, **Richie Saunders**, and **Chris DuFrain**.

Rounding out the Shmaltz staff is an exceptionally talented marketing and sales team, onsite brewery management, and packaging crew. Award-winning Art Director **Matt Polacheck** took home two Gold Medals for "Best 12-Pack Carrier" and "Best Paper Label" at the 2010 World Beer Championships' "Global Packaging Awards." Polacheck also won "Best In Show" with *Beverage World Magazine's* "BevStar Awards" and a Gold Medal with the publication's "Global Packaging Design Awards, Worldwide Innovation." Since 2007, National Sales Manager **Zak Davis** has been an essential member of the Shmaltz sales staff. Initially hiring Cowan to speak at a Hillel event in Sacramento, Davis came on board to oversee sales for the Western region. He currently directs Shmaltz's distribution network of regional wholesalers and sales reps around the country.

Bob Craven, former General Manager of Olde Saratoga Brewing Company, is the new GM of Shmaltz's new brewery; his son **Geoff Craven** is the Warehouse Manager. Additional brewery employees now include Packaging Supervisor **Brent Rusche** (formerly at Magic Hat Brewing and Cricket Hill Brewery), Packaging Assistants **Chris Anderson** and **Amanda Gomez**, and Tasting Room Manager **Scooter Clifford**. The regional sales staff features Northeast & NYC Sales Rep **Mike Pearson**, Mid-Atlantic & NYC Sales Rep **Jeremy Siegel**, Southeast Sales Rep **Greg Lynn**, Midwest Sales Rep **Tom Prusila**, West & Northwest Sales Rep **Marin Kasper**, and San Francisco & California Sales Rep **Jon Wilner**.

For 17 years, Shmaltz championed contract brewing and developed a dedicated cult following for their award-winning **HE'BREW -- The Chosen Beers®**. Breaking company tradition, Shmaltz opened its own New York State production brewery in July 2013, boasting a 50-barrel brewhouse with 20,000 barrels of annual capacity. The new Shmaltz brewery packages 12 and 22 ounce bottles and kegs of their diverse core and seasonal favorites. Several new releases for Chanukah 2013 are now nationally available, including **Jewbelation Reborn®** (17 malts, 17 hops, 17% alc), the **4th Annual HE'BREW Holiday Gift Pack®**, and Shmaltz's first-ever Black IPA, **Death of a Contract Brewer®** (7 malts, 7 hops, 7% alc). Shmaltz continues their acclaimed barrel-aging

projects, utilizing a current inventory of more than 300 bourbon, rye whiskey, and tequila barrels. For Tasting Room hours and information about brewery tours, please visit www.shmaltzbrewing.com.

About Shmaltz Brewing Company

Ranked in 2013 as one of the "Top 100 Brewers in the World" by RateBeer.com, Shmaltz won 9 Gold and 5 Silver Medals in the World Beer Championships in 2012. A recipient of the "Distinguished Business Award" by the Brooklyn Chamber of Commerce, Shmaltz was also included in the "Top 50 Fastest Growing Bay Area Companies" by *San Francisco Business Times*.

Founder and still sole proprietor Jeremy Cowan established the company in San Francisco in 1996 with the first 100 cases of He'brew Beer®. He'brew® now sells across 35 states, through 40 wholesalers and nearly 4,000 retailers. In 2007, Shmaltz released a new line of craft brewed lagers under the Coney Island® banner. The Coney Island brand was recently acquired by Alchemy and Science, a craft beer incubator, owned by Boston Beer (Sam Adams).

After 17 years of being an outspoken cheerleader for contract brewing, Shmaltz recently broke with tradition and opened its own New York State production brewery in Clifton Park, NY, 10 minutes north of Albany's capital district. Shmaltz's new home boasts a 50-barrel brewhouse with 20,000 barrels of annual capacity. The new brewery packages 12 and 22 ounce bottles and kegs of their diverse core and seasonal favorites, and hosts fans and beer tourists in their new tasting room for tours, barrel-aged previews, and special releases.

In 2010/11, Cowan published his small business memoir, *Craft Beer Bar Mitzvah: How It Took 13 Years, Extreme Jewish Brewing, and Circus Sideshow Freaks to Make Shmaltz Brewing Company an International Success*. A free sampling of Chapter One and suggested beer pairings, can be viewed at www.craftbeerbarmitzvah.com. In 2012, Cowan spearheaded the creation of the non-profit New York City Brewers Guild (which manages NYC Beer Week) and serves as its President.

Cowan also has presented at the 2013 Craft Brewers Conference, as well as previous Great American Beer Festivals, BevNet's Brewbound conference, Beer Advocate's Extreme Beer Festival, the Atlanta and the St. Louis Jewish Book Fairs, and the San Francisco and New York Jewish Museums.

Shmaltz Brewing beers have appeared in such distinguished media outlets as *The New York Times*, *CNN Headline News*, *Beer Advocate Magazine*, *NPR's "Weekend Edition," Fox Business News*, *Men's Health*, *San Francisco Chronicle*, *The Jerusalem Report*, *New York Jewish Week*, and *Washington Post*.

For more information, please visit:
www.shmaltzbrewing.com

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