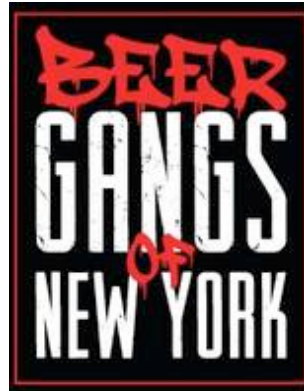


\*\*\*For Immediate Release\*\*\*

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***SHMALTZ BREWING CELEBRATES ONE YEAR ANNIVERSARY OF NEW 50-BARREL BREWERY  
WITH BEER FESTIVAL FEATURING NEW YORK STATE BEERS,  
COME JOIN THE BEER GANGS OF NEW YORK!***

*Beer Gangs of New York - 1<sup>st</sup> Anniversary Bash - Shmaltz Brewing Company  
Saturday, May 17, 2014  
6 Fairchild Square, Clifton Park, NY  
(Between Albany and historic Saratoga Springs, NY)  
Time: 1 pm – 5 pm*

*Buy Tickets: \$25 (Includes Admission + Five Beer Tokens) @ [Eventbrite](#)  
\$50 (Includes Bus Ride from Brooklyn + Admission & Five Beer Tokens)*

**Clifton Park, NY – Monday, April 7, 2014** – Wear your colors, get your stripes and celebrate the 1<sup>st</sup> Anniversary of **Shmaltz Brewing Company's** new 50-barrel brewery in Clifton Park on Saturday, May 17, 2014 (10 minutes north of Albany's capital district)! Last year, Shmaltz opened a 20,000 square foot brewery, and it's time to party with the **Beer Gangs of New York**. Craft beer connoisseurs are invited to the ultimate beer experience with a delicious selection of core and barrel-aged Shmaltz libations and special offerings from gangs of their favorite brewers from and around New York State. Revel in a rare treat of barrel-aged casks of Shmaltz's new year-round offering, **DEATH OF A CONTRACT BREWER®**. Feast on the savory selections from a round up of local food trucks, and if you're in NYC, Shmaltz has got you covered. A charter bus leaves 514 Metropolitan Ave (Brooklyn, NY) at 9 am, and departs from the brewery at 5:30 pm (cost is only \$50 for a single bus ride and admission). A limited amount of media comps are available upon request; press should RSVP directly to Jesse P. Cutler at [jesse@jpcutlermedia.com](mailto:jesse@jpcutlermedia.com).

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 May 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 and collaborations are on tap for 2014, and Shmaltz continues their acclaimed barrel-aging projects, utilizing a current inventory of more than 300 bourbon, rye whiskey, and tequila barrels.

Don't miss this special opportunity to check out Shmaltz's new brewery filled with custom-made brewhouse and manufacturing tanks from Oregon's JV Northwest, and a bottling line from well-respected Italian experts SBC/BC International. General Admission tickets are \$25, which grants entrance to the coolest brewery party this summer and includes five beer tokens; additional tokens can be purchased on-site. Attendees must be 21 years old and over.

**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 hand packaged 100 cases of He'brew Beer® delivered in his grandmother's Volvo. He'brew® now sells across 37 states, through 40 wholesalers and nearly 5,000 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](http://www.craftbeerbarmitzvah.com). In 2012, Cowan spearheaded the creation of the non-profit New York City Brewers Guild (which manages NYC Beer Week) and served as its Founding 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](http://www.shmaltzbrewing.com)

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