

For Immediate Release

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SUMMER IS HERE AND SO ARE THE HOPS!

*Shmaltz Brewing Celebrates the Season with the Return of the **Hops In He'brew Variety Pack®**,
A Limited-Edition Seasonal 12-Pack Featuring Four Shmaltz Selections,
Including He'brew's Summer Seasonal, **David's Slingshot Hoppy American Lager®***

Now brewing exclusively in Clifton Park, NY – Monday, June 2, 2014 -- There's no better time for a delicious hopped-up variety pack than the long days of summer, and Shmaltz Brewing Company's got all the hopheads covered with the return of the **Hops In He'brew Variety Pack®**. Now available at retail stores across the country, the He'brew 12 pack is one of the very few hop-centric variety packs currently on shelves that includes an award-winning Rye Double IPA, **Bittersweet Lenny's R.I.P.A.® (10% ABV)**. IPA's are the most popular single beer style in the American craft beer market right now, and there is little indication that our desire for the bitter end in our brews is abating anytime soon. It's time to celebrate warmer days with your favorite hoppy-He'brews!

Hops In HE'BREW Variety Pack® (May - August 2014)

Ever wonder *How To Say "Hops" In He'brew?!* With the release of the **Hops In HE'BREW Variety Pack®**, Shmaltz Brewing gives a brand new meaning to "adult education." The delicious variety pack is filled with equal parts of **Genesis Dry-Hopped Session Ale®** (Silver Medal, World Beer Championships), **Hop Manna IPA®** ("The Best Beers of 2012" by *Esquire.com* and Gold Medal, World Beer Championships), **Bittersweet Lenny's R.I.P.A.®** (Gold Medal, World Beer Championships, Rated 99 by the Beer Advocate Bros.) and HE'BREW's seasonal hoppy American lager, **David's Slingshot Hoppy American Lager®** (97 Rating, RateBeer.com). Variety packs are the spice of the craft beer world and the fourth most popular craft beer package in the country. Combine the enthusiasm for variety packs with the fervor over hoppy beers and you have a match made in craft beer heaven. Please note that outside of the **Hops In He'brew Variety Pack®**, **David's Slingshot®** will only be available on draft nationally.

Scoring a Hop Victory With David's Slingshot Hoppy Summer Lager® (May - August 2014)

Once upon a time a young shepherd named David defeated the Goliath American lager market by using his Slingshot to fling a cascade, saaz, summit, citra and crystal hop into a smooth, refreshing, seasonal brew. The result: a victorious, sessionable summer sensation with plenty of hoppy goodness, and a hint of rye on the finish. David's hand-crafted Slingshot will prove a beer-force to be reckoned with at any summer gathering. To honor of David and his Slingshot, Shmaltz raises its glass to the little guys who are making a BIG impact in the beer industry at large. Look for He'brew's only lager on draft, or in 12 ounce bottles as part of the **Hops In HE'BREW Variety Pack®** this summer.

"It's fascinating how craft beer is surging while big beer companies are trying to catch up by marketing look-alike 'craft' beers," says Jeremy Cowan, Proprietor of Shmaltz Brewing Company. "Craft brewers are now releasing a slew of 5% abv lagers and ales - true session beers - across their entire production in order to storm the shelves and taps held in the past so securely by the largest competitors. These fizzy golden beers perhaps appear similar to the largest mass produced distant relatives - but with a level of craftsmanship, detail, innovation found only in the small batches and risk taking of the family of passionate small business artisans. Our only He'brew® lager, David's Slingshot, is our way of stepping into the action in mainstream settings - with an obvious signature Shmaltz style - our chosen *shtick!*"

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 (2012) and a 2014 World Beer Cup Silver Medal in the Wood and Barrel Aged Sour Beer Category for Funky Jewbelation®. 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 hand packaged cases of He'brew Beer® which he delivered with 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. 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 2014 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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From the label of **David's Slingshot Hoppy Summer Lager®**

As a young shepherd, David famously vanquished the giant Goliath with a hand-crafted sling. Our modern anti-hero Bart Simpson clowns through childhood with a slingshot. Homer, Caesar, and Thucydides wrote of slings. The IRA, the Incans vs the Conquistadores, Native Americans and Palestinians have all wielded this iconic weapon of the underdog. A low-status tool, ancient slings were rarely preserved in the tombs of the wealthy. Michelangelo's David embodied resistance and epic beauty in the Renaissance. Slingshots meant merry mischief to Dennis the Menace, Calvin, Woody Woodpecker and the Beverly Hillbillies. A musician and poet, the teenage David rescued his sheep from the mouth of lions. The first to unite the entire nation of Israel, the lineage of the Messiah descends from him. In Samuel 17, rising to the boasts of a mighty enemy, David refused the armor and weapons of the King, instead proclaiming victory, "Not by my sword but by my Spirit." David in Hebrew means "Beloved". In Alchemy, the Star of David equals a mystical union of male/female & earth/sky leading to nirvana. The 6-pointed Brewers Star blends fire, water, malt, yeast, hops, and the character of the brewer. In the spirit of a slew of Davids & Slingshots, Shmaltz hoists our tribute to the glories of the underdog... L'Chaim!

Jeremy Cowan, proprietor