For Immediate Release

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SHMALTZ BREWING'S SUCCESS HITS NEW HEIGHTS WITH THRIVING UPSTATE NEW YORK BREWERY CELEBRATING 1ST ANNIVERSARY

Shmaltz's New York State Sales Reach All-Time High of 700% Growth Within Last 12 Months, Hiring of More Than 10 Local Employees, He'brew® Wins Handful of Medals @ Craft Beer Festivals Across the Country, Expansion to Four New States, Brewing Capacity Almost Doubles Throughout 2014

***Now brewing exclusively in Clifton Park, NY* – July 1, 2014 –** With its first year underway at the new Upstate New York brewery, Shmaltz Brewing Company's independent success garners impressive exponential regional growth of 700% in sales (in the Albany, NY region) and hits twice the national average with a 42% gain. Shmaltz's brewing capacity nearly doubles leading up to October 2014, with the current 1,200 barrels of production increasing to a total of 2,000 barrels. 100+ new Upstate New York bars, restaurants, and off-premise accounts have recently added Shmaltz's beers to their portfolio, and a notable 7,000 consumers visited the onsite tasting room since its opening (May 2013). Shmaltz increases its staff to 20 employees, 10 of which are new hires from the Albany, NY metro area. Shmaltz's national wholesaler network expands to 37 states with newly acquired territories including Vermont, Maine, Kentucky, and Iowa; **He'brew – The Chosen Beer®** is also available internationally in both Canada and Japan.

Over the past year, Shmaltz has released some of its most innovative limited-edition seasonal and barrel-aged offerings, as well as added new brews to their annual release schedule. Some of the standout specialty beers have won top accolades at renowned craft beer festivals:

**Grand Champion* (Giant Beer Category) -- Jewbelation Reborn® -- United States Beer Tasting Championship
**Best Winter Seasonal* -- Jewbelation Reborn® -- Great Alaska Beer & Barely Wine Festival
**Silver Medal* (Sour & Barrel Aged Category) -- Funky Jewbelation® -- World Beer Cup
**Silver Medal* -- Death of a Contract Brewer® -- Calgary Beer Fest

According to the Brewers Association (State Craft Beer Production & Sales Data, 2013), New York State ranks 3rd in national economic impact as they cultivate more than $2 billion per year in craft beer sales. Shmaltz is among one of the newest brick and mortar breweries to join the additional 165 craft breweries in the state. In just a little over a dozen months, Shmaltz's transition from contract brewing to operating their own brewing destiny has been a hard-earned success. For more information on their forthcoming 2014 releases, please download Shmaltz's 2014 Product Planner PDF.

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 owner Jeremy Cowan established the company in San Francisco in 1996 with the first 100 cases of He'brew Beer® hand bottled and delivered throughout the Bay Area 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. 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

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