

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

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**SHMALTZ BREWING PARTNERS WITH INSTITUTE FOR MYELOMA & BONE CANCER RESEARCH (IMBCR) TO RAISE MONEY TO FIND A CURE THROUGH BEER SALES AND NATIONAL FUNDRAISING EVENTS**

***Reunion Ale '14® - A Beer For Hope (with Terrapin Brewing)***

*Dark Imperial Brown Ale Brewed with toasted Coconut, Vanilla, Cinnamon, Coffee and Cocoa Nibs  
Proceeds to Benefit the Institute for Myeloma & Bone Cancer Research*

**Now brewing exclusively in Clifton Park, NY -- August 14, 2014 --** Shmaltz Brewing Company teams up for the fourth year-in-a-row with Terrapin Beer Company and Alan Shapiro (founder of SBS Imports) to create **Reunion Ale '14: A Beer For Hope®**, a Dark Imperial Brown Ale Brewed with Toasted Coconut, Vanilla, Cinnamon, Roasted Coffee (from Creekside Café in Burnt Hills, NY) and Cocoa Nibs (from Nashville, TN's Olive and Sinclair Chocolate Company). A portion of the proceeds from both the sale of **Reunion Ale '14®** and national fundraising events will be donated directly to The Institute for Myeloma and Bone Cancer Research (IMBCR). In addition to *Reunion Fundraising Events* occurring across the country this summer and fall, Shmaltz is raffling off 18 three-liter magnums of **Reunion Ale '14®** (valued at over \$100 each) at select special events listed below.

"Once again, IMBCR is excited to partner with Shmaltz and Terrapin as Reunion Ale '14: A Beer For Hope® is nationally launched," says Geoffrey M. Gee, Executive Director, Institute for Myeloma & Bone Cancer Research. "From IMBCR's perspective, working with major donors (corporate, foundations and individuals) as well as small businesses and individuals allows us to raise much needed funds and create awareness for our important work. With the support of Reunion 2014® -- which by the way has always been an exceptional brew -- we've been able to further our research into multiple myeloma and other cancers, and know that we are moving ever closer -- finding a cure. We are confident that 2014 will be a very successful year for both Reunion® and IMBCR."

Reunion® is brewed annually in memory of Virginia MacLean, a dedicated cancer research supporter who lost her own battle with Multiple Myeloma in 2007 and a dear friend and co-worker of Alan Shapiro and Pete Slosberg's (creator of Pete's Wicked Ale™). Thus far, the Reunion project has raised more than \$130,000 in Virginia's name for the IMBCR.

For the first time, brewmaster Brian "Spike" Buckowski, of Terrapin Brewing Co., made a trip to Shmaltz's new brewery in Clifton Park, NY to take part in the brewing of **Reunion Ale '14®** alongside Shmaltz's Brewmaster Paul McErlean. Buckowski comments, "Being part of the Reunion beer project for the last couple of years with Shmaltz has been a creative outlet for us here at Terrapin as well as a rewarding one." With Terrapin currently under construction and unable to brew their version of Reunion '14, Shmaltz will exclusively brew and release this year's collaboration through their extensive nationwide team of wholesalers. **Reunion Ale '14®** is now available in 22 oz bottles, as well as limited amounts of draft in the nearly 40 U.S. states and in Western Canada through Shmaltz's distribution network.

Below is a list of *Reunion Fundraising Events* happening in select cities from August - October 2014, all of which will donate proceeds benefiting The Institute for Myeloma and Bone Cancer Research:

**\*Thursday, August 14, 2014 (Reunion Luau Fundraiser @ Brick Store Pub: 125 E Court Square, Decatur, GA; Leon's Full Service: 131 E Ponce De Leon Ave, Decatur, GA)** -- Celebrate with Reunion Ale '14® on draft and other select beers from Shmaltz and Terrapin. Rare and cellar beers will be available at Brick Store Pub, and tiki cocktails will also help raise funds for the IMBCR. Shmaltz raffles off a magnum of Reunion Ale '14® at Brick Store Pub.

**\*Friday, August 15, 2014 (Reunion Luau Fundraiser @ Shmaltz Brewing Tasting Room: 6 Fairchild Square, Clifton Park, NY)** -- Visit the Shmaltz Brewing Tasting Room as they raffle off a magnum of Reunion Ale '14® and pour draft samples of Reunion '14, '13 and '12. Feast on tropical fare, fresh cannolis made with Reunion '14 from *The Crisp Cannoli* and Reunion Beer Ice Cream floats for dessert.

**\*Saturday, August 16, 2014 (Reunion Bottle Launch @ Malt and Mold: 221 E Broadway, NYC; 3 pm - 6 pm)** -- Shmaltz features a selection of growler-fill drafts and bottles including Reunion Ale '14®.

**\*Wednesday, August 20, 2014 (Reunion Luau Fundraiser @ The Common Market: 1515 S Tryon Street, Charlotte, NC)** -- Reunion Ale '14® will be on tap as well as other Shmaltz favorites. There might even be a turtle sighting, honoring Terrapin's collaboration with Shmaltz! Shmaltz raffles off a magnum of Reunion Ale '14®.

**\*Thursday, August 21, 2014 (Reunion Draft Launch @ Whole Foods Columbus Circle Taproom: 10 Columbus Circle, NYC; 5 pm - 8 pm)** -- Shmaltz features four select beers in the Taproom, including Reunion Ale '14®.

**\*Thursday, August 21, 2014 (Reunion Fundraiser: "Collaboration for a Cause" @ Falling Rock Tap House: 1919 Blake Street, Denver, CO; 5 pm - 8 pm)** -- Join Shmaltz founder Jeremy Cowan for the first Colorado Reunion Ale '14® fundraiser. A delectable lineup of award-winning brews will be on tap, including Reunion Ale '13 & '14®, Death of a Contract Brewer Black IPA®, and Jewbelation REBORN®. Falling Rock will raffle off a selection of rare bottles from their private stash, including a Grand Prize magnum of Reunion Ale '14®. \$2 from every pint, plus all money raised in the raffle, will be donated to the IMBCR.

**\*Friday, August 22, 2014 (Reunion Luau Fundraiser @ Fermental Lounge: 7250 Market Street, Wilmington, NC)** -- Shmaltz and Terrapin selections will be available as well Reunion Ale '14®. These two standout breweries are back with this year's Reunion®, and this time they're throwing down at the beach. Fermental will have some tropical grub, and don't be surprised if you see Shmaltz's Southeast Sales Rep Greg Lynn in a coconut bra! Shmaltz raffles off a magnum of Reunion Ale '14®.

**\*Wednesday, August 27, 2014 (Reunion Luau Fundraiser @ Square One Fish Market: 414 N Thomas Street, Athens, GA)** -- Celebrate the release of Reunion Ale '14® in Terrapin's backyard. Square One will offer an island style buffet for \$15. Shmaltz raffles off a magnum of Reunion Ale '14®.

**\*Thursday, August 28, 2014 (Reunion Fundraiser @ New York Beer Company: 321 W 44<sup>th</sup> Street, NYC; 5 pm - 8 pm)** -- New York Beer Company's "Brewery of the Month for August" is Shmaltz Brewing. Throughout August 2014, Shmaltz will feature on tap both year-round as well as limited-edition releases. Shmaltz hosts a Reunion Ale '14 fundraiser to close out the month-long promotion. Shmaltz raffles off a magnum of Reunion Ale '14®, 22 oz. bottles of Reunion Ale '14®, and other Reunion® vintages.

**\*Friday, September 5, 2014 (Reunion Raffle Fundraiser @ The Surly Goat: West Hollywood, CA)** -- Shmaltz raffles off a magnum of Reunion Ale '14®, and members of the IMBCR will be onsite giving a special talk about their research.

**\*Wednesday, September 10, 2014 (Reunion Raffle Fundraiser @ Good Beer: 422 E 9<sup>th</sup> Street, NYC)** -- A six-week raffle fundraiser will draw to a close on Sept. 10, and a winner will be selected among the many who entered for a chance to win a magnum of Reunion Ale '14®. Raffle tickets are \$2.

**\*Wednesday, September 10, 2014 (Reunion Raffle Fundraiser @ Beer Culture: 328 W 45<sup>th</sup> Street, NYC)** -- A six-week raffle fundraiser will draw to a close on Sept. 10, and a winner will be selected among the many who entered for a chance to win a magnum of Reunion Ale '14®. Raffle tickets are \$2.

**\*Wednesday, September 10, 2014 (Reunion Raffle Fundraiser @ Top Hops: 94 Orchard Street, NYC)** -- Join Jeremy Cowan in the fight against cancer with a Shmaltz Tap Takeover. Shmaltz's six-week raffle fundraiser will draw to a close on Sept. 10, and a winner will be selected among the many who entered for a chance to win a magnum of Reunion Ale '14®. Raffle tickets are \$2.

**\*Wednesday, October 1, 2014 (Reunion Fundraiser: "Collaboration for a Cause" @ Dive Bar 96: 732 Amsterdam Ave, NYC; 6 pm - 9 pm)** -- The fundraising event features an impressive line-up of collaboration beers, including Reunion Ale '14® (Shmaltz/Terrapin), St. Lenny's® (Shmaltz/Cathedral Square), Jurata® (Coronado/Cigar City), and a selection of Sierra Nevada Beer Camp offerings plus beers from Stone and Widmer. Shmaltz raffles off a magnum of Reunion Ale '14®, and a portion of all beers sales benefit IMBCR.

Stay up-to-date regarding additional event details and newly confirmed fundraisers on [shmaltzbrewing.com](http://shmaltzbrewing.com).

### **About IMBCR**

The Institute for Myeloma and Bone Cancer Research is dedicated to independent research on developing effective therapies that improve the quality of life and longevity of patients with myeloma and bone cancer. Myeloma and bone cancer are two of the fastest growing diseases in the world, afflicting more than one million people in the U.S. alone.

### **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](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)  
[www.cathedralsquarebrewery.com](http://www.cathedralsquarebrewery.com)  
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