

For Immediate Release

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



CELEBRATE CHANUKAH WITH SHMALTZ BREWING COMPANY!

**NATIONAL LAUNCH OF JEWBELATION 18
HAPPENING THIS WEEK AT
GREAT AMERICAN BEER FESTIVAL (DENVER, CO)
OCTOBER 2 - 4, 2014**

Jewbelation 18®
18th Anniversary Celebration Ale
Brewed with 18 Malts, 18 Hops, and 12% Alc

He'brew Gift Pack® 2014
Featuring Eight Delicious Shmaltz Beers Plus a Custom Glass, Chanukah Candles, and
Instructions on How to Build Your Own Beer Menorah

Now brewing exclusively in Clifton Park, NY – Monday, Sept. 29, 2014 – It's become an annual tradition for Shmaltz Brewing Company to release the award-winning limited-edition **Jewbelation®** series at the Great American Beer Festival (GABF) in Denver, CO. This week, Shmaltz kicks off the national roll out of its Anniversary brew, **Jewbelation 18®** (18 malts, 18 hops, 12.4% alc), with three standout Denver beer events featuring the freshly brewed Black Session Barleywine; Shmaltz will also be at Booth U4 (Mid Atlantic Region) at GABF. **Jewbelation 18®** is nationally available in 22 oz bottles, on draft at select bars, and included in the **5th Annual He'brew Gift Pack 2014**.

Over the last decade, Shmaltz Brewing has boldly elevated each year's **Jewbelation®** with increased amounts of malts, hops, and ABV -- in 2004, they debuted **Jewbelation 8®** with 8 malts, 8 hops, 8% ABV and continued through last year's **Jewbelation Reborn®** (17 malts, 17 hops, 17% ABV). No longer a contract brewery, Shmaltz is the proud owner of their very own brewery in Upstate New York and with that comes the freedom to brew any style of beer they want, how they want. **Jewbelation 18®** is the birth of an entirely new take on the series. Beer aficionados heading to Denver, don't miss this special opportunity for the first taste of their latest fermented creation straight of the brewery tanks into bottles and kegs on Sept. 22, 2014.

When asked about this year's **Jewbelation®**, Shmaltz founder Jeremy Cowan says, "So many friends have inquired about when will we stop upping the ante with the level of malts, hops, ABV, and my response has been 'Never... well, um, I mean now!' Witness our newborn black session barleywine. 18 malts, 18 hops, and now 12.4% ABV so we can ship to alllll our states again. Jewbelation is now in session. L'Chaim!"

Shmaltz's **5th Annual He'brew Gift Pack®** features eight 12 oz. bottles of beer which include the World Beer Championship Silver Medal winning **Messiah Nut Brown Ale®** and Gold Medal winner **Rejwvvenator®**, plus the unique collaboration beers with Terrapin Brewing (**Reunion Ale '14 - A Beer For Hope®**) and Cathedral Square Brewery (**St. Lenny's -- The Immaculate Collaboration®**). It also includes the rare, barrel-aged beer, 2014's **Funky Jewbelation®**. Completing the only Chanukah Beer Gift Pack on any shelf this season are **Death of a Contract Brewer®**, **Jewbelation 18®**, and the brand new official Chosen Beer of this holiday season, **Hanukkah, Chanukah: Pass The Beer®** (8 malts, 8 hops, 8% ABV). The Gift

Pack® features a custom glass, Chanukah candles and beautifully hand-drawn instructions on "How To Build Your Own Beer Menorah" by local Albany, NY painter Jennifer Maher (www.yourtoyporrait.com)-- which details how to enter the 4th Annual "Best Beer Menorah" Facebook competition for a chance to win a chosen prize!

Please see the detailed information below regarding Shmaltz's forthcoming beer events taking place at GABF in Denver, CO:

Tuesday, September 30, 2014

Tap Takeover at Barrels & Bottles

Barrels & Bottles

600 12th St #160, Golden

5:00pm

No Cover, Cash Bar

*Shmaltz Brewing is rollin' into Golden for the 2nd year in a row to hang with our friends at Barrels & Bottles. Especially if you don't live in the Denver area, make this your official GABF-week kickoff, and spend some time with the Shmaltz Posse.

On Tap:

-Jewbelation 18®, Jewbelation 17®, Jewbelation 15®, St. Lenny's Belgian R.I.P.A.® (Cathedral Square collaboration), Reunion Ale '14® (Terrapin Beer collaboration), Rejewvenator Dubbel Doppel '14®, Hop Manna IPA®, Death of a Contract Brewer®, Shmaltz/Redstone Mango Shot - blend of David's Slingshot Hopy Lager® and Redstone Mango Nectar.

Wednesday, October 1, 2014

Offensively Delicious with Renegade Brewing and friends

The Oriental Theater

4335 W 44th Ave, Denver

Doors @ 6:00pm

\$40.00

*Renegade Brewing and Sexpot Comedy present: OFFENSIVELY DELICIOUS! Offensively Delicious is the UNOFFICIAL KICKOFF PARTY of the Great American Beer Festival! For the \$40 price of admission, there will be FULL STANDUP sets from two of the nation's most touted standup comics: Nikki Glaser and Adam Cayton-Holland AND UNLIMITED BEER TASTINGS FROM 10 Breweries from all over the United States and right here in Colorado! Breweries include: Renegade, Epic, Breckenridge, Brooklyn, Community Beer, Ommegang, Santa Fe, Shmaltz Brewing, and Boulevard!

Shmaltz will be pouring Hop Manna IPA®, Death of a Contract Brewer®, Reunion Ale '14®, and St. Lenny's Belgian R.I.P.A.®

Thursday, October 2nd

Jewbelation 18®: The Barleywine Sessions

Falling Rock Tap House

1919 Blake St, Denver

10:00pm - downstairs

No Cover, Cash Bar

*So many friends have asked, "When will you stop?!" The answer is "Never...well, um, I mean now!" Witness the official launch of Shmaltz's newborn Black Session Barleywine. 18 malts, 18 hops, and now 12.4% abv.

Upstairs, Shmaltz will tap one of the first kegs of Jewbelation 18® as well as the award-winning barrel-aged strong sour brown ale, Funky Jewbelation®. And downstairs the Shmaltz crew will be pouring a spectacular lineup of vintage Jewbelation® beers, including Jewbelation Bar Mitzvah® (13), Jewbelation® 14 & 15, Jewbelation Sweet 16®, Jewbelation REBORN® (17) and the barrel-aged Vertical Jewbelation®.

Jewbelation® is in session!! L'Chaim!

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

###