

For Immediate Release

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**SHMALTZ BREWING COMPANY NAMED "BREWERY OF THE MONTH"
AT MACGREGORS' GRILL AND TAP ROOM IN ROCHESTER & BUFFALO, NEW YORK**

Now brewing exclusively in Clifton Park, NY -- Wednesday, November 11, 2015 -- Shmaltz Brewing Company is thrilled to announce they've been selected as the "Brewery of the Month" at MacGregors' Grill and Tap Room in Rochester and Buffalo, New York metro areas. Throughout the month of November 2015, all six MacGregors' Grill and Tap Room locations will feature freshly brewed beers from Shmaltz's award-winning portfolio, including **Slingshot American Craft Lager®**, **Hop Manna IPA®**, and **Messiah Nut Brown Ale®**. All pints and imperial pints only \$4 all month long!

Shmaltz's founder Jeremy Cowan and his sales staff will be onsite at MacGregors' this week and next to pour samples and schmooze about the Upstate New York brewery's recent expansion in Rochester through local distributor Lake Beverage. Shmaltz also teamed up with Try It Distributing, Inc. in Buffalo in August 2015. The latest additions to Shmaltz's team of distributors across the country, Lake Beverage and Try It Distributing, Inc., enhance the regional retail presence and draft availability of the award-winning craft beer line: **He'brew -- The Chosen Beer®**.

Come have a pint with Shmaltz at one of the following MacGregors' locations, and to purchase your favorite brews, head on over to Wegmans, Consumers Beverages, or your neighborhood craft beer bottle shop. Shmaltz's New York Sales Manager Jeff Washburn and Regional Sales Support Steven Miller will be at MacGregors' on November 12 & 13, 2015:

Thurs, November 12 (5pm-7pm) - CANANDAIGUA - 759 S Main St., Canandaigua
Thurs, November 12 (5pm - 7pm) - PENFIELD - 1129 Empire Blvd, Rochester
Fri, November 13 (5pm - 7pm) - GATES - 607 Coldwater Rd, Rochester
Fri, November 13 (5pm - 7pm) - GREECE - 300 Center Place Drive, Rochester

Jeremy Cowan hosts two special "Meet The Owner" events in Amherst and Rochester on November 18 & 19, 2015:

Wed, November 18 (5pm - 7pm) - AMHERST - 4350 Maple Rd, Amherst
Thurs, November 19 (5pm - 7pm) - HENRIETTA - 300 Jefferson Rd, Rochester

Come out and taste these finely crafted Shmaltz brews at a MacGregor's location near you:

Slingshot American Craft Lager®,

Shmaltz's tribute to the underdog. A crisp and balanced golden lager, brewed with bright & citrusy hops, and supported by touches of wheat and rye. Light-bodied, full-flavored.

Hop Manna IPA®

Cascade, Centennial and Citra hops give Hop Manna a vibrant, tropical and floral hop flavor and aroma. Caramel malts provide a wonderful balance, making this an IPA crafted to provide session after session of hop nourishment.

Messiah Nut Brown Ale®

A complex yet smooth blend of bold dark malts revealing hints of chocolate, coffee, and toffee paired with a lovely hop character. It's the beer you've been waiting for!

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 35 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," USA Today*, *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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