

For Immediate Release

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**SHMALTZ BREWING COMPANY ANNOUNCES
6TH ANNUAL BUILD YOUR OWN BEER MENORAH CONTEST
8 CRAZY NIGHTS...5 WAYS TO WIN!**

#BEERMENORAH #SHTICKPIC
[FACEBOOK](#), [TWITTER](#), [INSTAGRAM](#)

Now brewing exclusively in Clifton Park, NY -- Tuesday, November 17, 2015 – Get your Chanukah candles and **He’brew Beer®** bottles ready, Shmaltz Brewing Company announces today the kick-off to the 6th Annual Build Your Own Beer Menorah Contest (running through the last night of Chanukah: Dec. 14, 2015). This year’s photo contest is bigger and better than ever before with 5 ways to win, so light up the Holidays with your very own He’brew Beer Menorah. You’re only two steps away from constructing the best Beer Menorah. First, select which one to build: *Shtick in a Box Menorah, Vertical Jewbelation Menorah, Hanukkah, Chanukah: Pass the Beer Menorah, Chanukah Meets Christmas Menorah, and Best in Show Menorah.*

Step two, once you’ve built your Menorah, add candles and light ‘em up, snap a picture and share it with friends on the [Shmaltz Facebook page](#), [Instagram](#) or [Twitter](#) with the hashtag: #BeerMenorah #Shtickpic. The contest winner with the most “likes” will be awarded an extra special package of Shmaltz swag; if you live in New York State, you’ll also win a brewery tour and private tasting at Shmaltz Brewing in Clifton Park, NY.

Let the Games Begin! Here are 2015’s Beer Menorah Categories:

Shtick in a Box Menorah:

- Step 1: Buy the **Shtick In A Box®** holiday variety pack.
- Step 2: Build a beer menorah, with candles (don’t forget the Shamash).
- Step 3: Post your #ShtickPic and get the most likes to win!

Shtick In A Box® features three 12 oz. bottles of four different styles from the microbrewery’s award-winning portfolio. Shmaltz’s tribute to the little guy and affable underdog, **Slingshot American Craft Lager®** is guaranteed to hit the craft beer bulls eye every time. **Hop Manna IPA®** is the answer to hop heads’ prayers for a delicious IPA bearing floral and citrus flavors. **Messiah Nut Brown Ale®** is the brown ale you’ve been waiting for with a complex yet smooth blend of bold dark malts revealing hints of chocolate, coffee and toffee paired with a lovely hop character. For Chanukah 2015, *candles won’t be the only thing getting lit.* Shmaltz releases **Hannukah, Chanukah: Pass The Beer®**, a Dark Ale brewed with 8 malts, 8 hops and 8% ABV in homage of those 8 crazy nights.

Vertical Jewbelation Menorah:

Build your menorah with past and present bottles of Shmaltz’s award-winning **Jewbelation®** Anniversary Series of Strong Ales. Shmaltz’s latest release has a new take on the Jewbelation series with **Jewbelation 19®** (brewed with 10 malts, 9 hops, and a smooth 11.9% ABV), which is now legal in all 50 states including Ohio. **Jewbelation 19®** pairs well with a decadent dessert or shared with friends over a hearty winter meal. Winner with the most complete set of Jewbelation® bottles and the most “likes” wins the prize.

Hanukkah, Chanukah: Pass the Beer Menorah:

By far the most inventive and festive menorah of the year, it’ll certainly gain the envy of friends and family! The official Chosen Beer of this holiday season, **Hanukkah, Chanukah: Pass The Beer®** is a Dark Ale brewed with 8 malts, 8 hops, and heats up at 8% ABV. Break out the dreidels and gelt, fry up your latkes and smother it with applesauce, it’s time to celebrate Hanukah. To

build the menorah, use whatever **He'brew Beer®** of your choice and receive bonus points for *only* using **Hanukah, Chanukah: Pass the Beer®**.

Chanukah Meets Christmas Menorah:

The Festival of Lights wouldn't be the same without the soft glow of a Beer Menorah and the twinkling lights of a Christmas Tree. Chestnuts are roasting on an open fire and your Elf on the Shelf is carefully posed in a dreidel showdown with the dancing Rabbi while you fry up Bubbies famous latkes with applesauce. Show the world what makes your holiday season a festive occasion with a Beer Menorah that represents all that's great to celebrate.

Best in Show Menorah:

The Beer Menorah that goes viral by receiving the most "likes" and "shares" on social media will win the Best in Show Menorah category. The winner will have a chance to kick back, enjoy a **He'brew Beer®** and a big-ass prize from the Shmaltz Tribe.

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 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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