

For Immediate Release

Media Contact:
Jesse P. Cutler
JP Cutler Media
(o) 510.338.0881
(e) jesse@jpcutlermedia.com

**Shmaltz Brewing Company Releases Its Latest Rare Creation
*CHANUKAH IN KENTUCKY®***

*Limited Release, Limited Markets, but Limitless Bourbon-Infused Flavor
in this 8% ABV Dark Ale Brewed with 8 Malts, 8 Hops
and Aged in Heaven Hill and Jim Beam Barrels*



*“California knows how to party with Chanukah in Kentucky and Sufganiyot from the Mission District’s Dynamo Donuts,”
says Ross Allard, Northern California Sales Rep for Shmaltz (left photo)*

*“Don’t listen to that shmuck!” says Shelby Schneider, Shmaltz’s Marketing Director and Upstate New York native. “The
best Chanukah doughnuts are made with Barrel-Aged Chanukah in Kentucky at Nibble Doughnut Shop in Troy, NY. Drink
Chanukah in Kentucky - in New York - with your Sufganiyot!”*

Clifton Park, NY -- Wednesday, November 25, 2015 -- Whatever state you find yourself in, Shmaltz Brewing Company’s new rare and precious **Chanukah in Kentucky®**, a luscious dark ale aged in bourbon barrels, pairs perfectly with traditional holiday foods, favorite friends and family, and unique beer-loving palates.

Chanukah in Kentucky® is now available on draft and in 22-ounce bottles only at a chosen few craft beer bars and top retailers on an extremely limited basis throughout the 35 states within Shmaltz’s distribution network. Get it when you see it – there’s no miracles coming to keep the beer flowing once this one and only batch is gone.

Early last spring, Shmaltz’s brewing crew loaded a small amount of freshly fermented **Hanukkah, Chanukah: Pass the Beer®** into Heaven Hill and Jim Beam bourbon barrels. Now, eight months and many sensory tastings later, this latest Chosen Beer has developed an array of gifts for the beer lover’s taste buds: complex flavors of dark cherry and dates, light coffee roast and bakers chocolate. A confection of toffee, caramel, hints of vanilla and maple all arise with the unmistakable aromas of barrel strength bourbon from the first-use boozy beauties.

“**Chanukah in Kentucky®** is a delightful experiment that leans on the 8 malts, 8 hops and bourbon-splashed woody oak to impart a rich flavor and medium body, which makes it an extra-special addition to traditional Chanukah meals,” says Richie Saunders, Lead Brewer at Shmaltz. “It’s a boundary-busting brew created just for our dedicated tribe of craft beer freedom fighters.”



Malts:

2-Row, CaraPils, Dark Crystal, Chocolate Malt, Victory, Wheat Malt, Munich, Flaked Oats

Hops:

Warrior, Chinook, Fuggle, Vanguard, UK Goldings, Willamette, Liberty, Centennial

Chanukah in Kentucky® is the latest offering from the brewery’s award-winning series of barrel-aged brews, which includes highly rated beers such as **Funky Jewbelation®** (95 on Ratebeer.com), **Bock Bock®** (98 on Ratebeer.com) and **RIPA on RYE®** (98 on Ratebeer.com).

If you want to weigh in on the debate and make your own Sufganiyot to pair with **Chanukah in Kentucky®**, Martha Stewart tells you how [here](#). *L’Chaim*, Martha!

After the launch of the first night of **Chanukah in Kentucky®** at the Shmaltz Brewing Company Tasting Room in Clifton Park, NY, on Friday, November 13, only 15 out of 718 cases available nationwide will still be available at Shmaltz. Events around the country will feature **Chanukah in Kentucky®**, **Jewbelation 19®** (19th Anniversary release), **Hanukkah**, **Chanukah: Pass the Beer®**, and other Shmaltz favorites. Please see the list of events below.

Shmaltz Brewing Regional Chanukah 2015 Events:

***Wednesday, Dec. 2, 2015 @ Garrison Bar & Lounge** (220 Beach Road, Lake George, NY: 6pm - 9pm) Tap Takeover featuring six Shmaltz beers including Hanukkah, Chanukah: Pass The Beer®.

***Wednesday, Dec. 2, 2015 @ City Swiggers** (320 East 86th Street, New York, NY: 6pm - 9pm) Shmaltz features several holiday selections from their award-winning craft beer lineup.

***Thursday, Dec. 3, 2015 @ Subculture** (45 Blecker Street, New York, NY: 6:30pm) Shmaltz features several holiday selections from their award-winning craft beer lineup.

***Thursday, Dec. 3, 2015 @ Whole Foods** (4100 Lomo Alto Drive, Dallas, TX 3pm - 5pm) Shmaltz features several holiday selections from their award-winning craft beer lineup.

***Friday, Dec. 4, 2015 @ WOB Arlington** (5005 S. Cooper Street, Arlington, TX) *Chanukah vs Christmas: The Battle Royale of Beers* featuring He’brew Beer and seasonal Christmas beers from other national breweries.

***Friday, Dec. 4, 2015 @ Wolff’s Biergarten** (165 Erie Blvd, Schenectady, NY: 6pm - 8pm) Tap Takeover featuring Chanukah in Kentucky® as well as other Shmaltz brews.

***Friday, Dec. 4, 2015 @ Schenectady Armory** (125 Washington Avenue, Schenectady, NY: 1pm - 4pm) Shmaltz features several holiday selections from their award-winning craft beer lineup.

***Sunday, Dec. 6, 2015 @ Shmaltz Brewing Tasting Room** (6 Fairchild Square, Clifton Park, NY) *Chanukah Party* featuring Chanukah in Kentucky®, Jewbelation 19®, Hanukkah, Chanukah: Pass the Beer®, and light snacks including bagels, shmear, latkes, and donuts. Shmaltz will host a Beer Menorah building contest and dreidel spinoff.

***Monday, Dec. 7, 2015 @ Metropolitan Pavilion** (125 West 18th Street, New York, NY) *Latke Fest* featuring several holiday selections from Shmaltz’s award-winning craft beer lineup.

***Monday, Dec. 7, 2015 @ Capitol Lounge** (229 Pennsylvania Ave SE, Washington DC) **Stanton & Greene** (319 Pennsylvania Ave SE) *Hanukkah Happy Hour on the Hill 2015* featuring several holiday selections from Shmaltz’s award-winning craft beer lineup.

***Tuesday, Dec. 8, 2015 @ Capital City Gastropub** (261 New Scotland Avenue, Albany, NY: 5pm - 10pm) *Gastropub Beer Pairing* featuring Chanukah in Kentucky®, Vulcan Ale®, Slingshot American Craft Lager®, and Hop Manna IPA®.

***Tuesday, Dec. 8, 2015 @ Brass Tap Fort Lauderdale** (551 North Federal Highway, Suite 600, Fort Lauderdale, FL: 8pm) Shmaltz features several holiday selections from their award-winning craft beer lineup.

***Wednesday, Dec. 9, 2015 @ Project 29** (836 State Highway 29, Broadalbin, NY: 6pm - 8pm) Shmaltz features several holiday selections from their award-winning craft beer lineup.

***Thursday, Dec. 10, 2015 @ Bar 1502 Noodle House** (4993 Niagara Avenue, San Diego, CA) *Chanukah vs Christmas: The Battle Royale of Beers* featuring He'brew Beer and seasonal Christmas beers from other national breweries.

***Thursday, Dec. 10, 2015 @ Star & Shamrock** (1341 H Street NE, Washington, DC) *Chanukah Party* featuring Hanukkah, Chanukah: Pass the Beer®.

***Friday, Dec. 11, 2015 @ The Craftsman Ale House** (235 Harrison Avenue, Harrison, NY) *Chanukah Party* featuring a Tap Takeover of eight Shmaltz beers.

***Friday, Dec. 11, 2015 @ Friar Tuck Beverage** (4635 State Hwy K, O'Fallon, MO) Shmaltz presents samples of Shtick In A Box, Chanukah in Kentucky®, and Jewbelation 19®.

***Saturday, Dec. 12, 2015 @ Quad Alehouse** (868 5th Ave, San Diego, CA) *Chanukah vs Christmas: The Battle Royale of Beers* featuring He'brew Beer and seasonal Christmas beers from other national breweries.

***Saturday, Dec. 12, 2015 @ JCCSF** (3200 California Street, San Francisco, CA) *JCCSF "Unplugged" Chanukah* featuring Chanukah in Kentucky® and Hop Manna®.

***Saturday, Dec. 13, 2015 @ Northern Bell** (612 Metropolitan Avenue, Brooklyn, NY: 12pm - 2pm), **Barcade** (388 Union Avenue, Brooklyn, NY: 2pm - 4pm), and **Spuyten Duyvil** (359 Metropolitan Avenue, Brooklyn, NY: 4pm - 6pm) *Christmas vs Chanukah Williamsburg Holiday Bar Crawl* Shmaltz partners with friends at Sly Fox Brewery for an epic afternoon pub crawl.

About Shmaltz Brewing

Founder and owner Jeremy Cowan established Shmaltz Brewing in San Francisco in 1996. The first 100 cases of He'brew Beer® were hand-bottled and delivered throughout the Bay Area from the back of his Grandmother's Volvo. Shmaltz Brewing now sells He'brew Beer across 35 states, through 40 wholesalers and in nearly 5,000 retailers.

After 17 years of being an outspoken cheerleader for contract brewing, Cowan and staff opened their own New York State production brewery in 2013 in Clifton Park, 10 minutes north of Albany. Shmaltz's home boasts a 50-barrel brewhouse with 30,000 barrels of annual capacity and packages a diverse and tasty variety of core and seasonal favorites in 12 and 22-ounce bottles and kegs. The Shmaltz Tasting Room is open five days a week (Wed-Sun) and offers tours, barrel-aged previews, beer-to-go, and special releases.

RateBeer.com ranked Shmaltz as one of the "Top 100 Brewers in the World" in 2013, and the brewery brought home 9 gold and 5 silver medals from the World Beer Championships in the past several years.

For more information, please visit:
www.shmaltzbrewing.com

###