

**Shmaltz Brewing Company Releases All-IPA 3-Way 12-Pack:  
MANNage à trois**

*Insert cool image here of Richie brewing the Hop Momma?*

*This 3-Way will rock your night—without making you feel awkward in the morning.  
Hop Momma, Hop MANNA, and Hop Mania—three unique IPAs in one box!*

**Clifton Park, NY –DATE–** Now joining Shmaltz Brewing’s year-round, beloved every day IPA, Hop MANNA, are two new IPAs, Hop Momma and Hop Mania. All three beers are available in one variety 12-pack—the **MANNage à trois**—a 3-way of hop heaven in a box.

“We took the base hops and malts from the Hop MANNA and shifted them around during the brewing process to create new beers with new characters and reinvent the experience for beer drinkers,” says Richie Saunders, head brewer at Shmaltz Brewing. “I love the versatility of the hops in the Hop MANNA. Adding Amarillo and Citra later in the boil really boosts the peach and apricot flavors for the Hop Momma. And increasing the Centennial in the dry-hop for the Hop Mania makes that beer more of an old school style IPA, but keeps it nice and bright and tasty.”

Twelve beers—three IPAs—no one gets left out. The MANNage à trois variety pack beers are:

**Hop Momma:** A session-ish IPA brewed with peach, apricot and Habenero peppers (5.8% ABV). Fruity hops accentuate the added flavors, making this Momma fresh and juicy with a subtle pepper kick.

**Hop MANNA:** Our beloved every day IPA and Gold Medal Winner, awarded at the World Beer Championships. Dry-hopped with Centennial, Cascade and Citra for fruity aroma and lively floral and citrus flavors. Hop MANNA was the first-ever single IPA from Shmaltz. At 65 IBUs and 6.8% ABV, Hop MANNA offers session after session of hop nourishment from our Tribe to yours. Hop MANNA is now available in new 4-packs, in addition to 22-ounce bottles, draft, and nestled inside the MANNage a trois and Shtick in a Box variety packs.

**Hop Mania:** An Imperial IPA that’s dry-hopped with MORE Centennial, Cascade and Citra. Adding manic amounts of hops and playing up the malts throughout the brewing process gives Hop Mania a complex character and heady aroma. While the 7.8% ABV gives this beer strength, the mouth feel is deceptively smooth. Hopheads rejoice—the MANNA has gone Mania!

Customers provided the inspiration for Shmaltz’s newest variety pack by inadvertently asking for the popular Hop MANNA IPA by the wrong names.

“We’ve heard Hop Mantra, Hop Mañana, Hop Monster...but, by far, the two most popular mistakes are Hop Mania and Hop Momma,” says Jeremy Cowan, Shmaltz founder and proprietor. “After a few years of correcting newcomers and even some experienced fans, we figured we’d just give the people what they thought they wanted. For us, what a perfect excuse for a little mid-winter IPA creative action.”

MANNage à trois will be available starting in January 2016 in all 35 states in Shmaltz’s distribution network. It joins Shmaltz’s new recently released Shtick in a Box variety 12-pack, which contains four styles of our best-selling brews. Stay tuned for the Hops & He’brew variety 12-pack, which will be out in April 2016.

In 2016, Shmaltz Brewing celebrates 20 years of brewing The Chosen craft beers and sharing them with beer lovers across the nation. Look for special events and brews throughout the year of our platinum anniversary.

If only Moses had access to these MANNalicious IPAs...to beer! To life! L'Chaim!

**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 brew house 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](http://RateBeer.com) ranked Shmaltz as one of the "Top 100 Brewers in the World" in 2013, and the brewery brought home nine gold and five silver medals from the World Beer Championships in the past several years.

For more information, please visit:

[www.shmaltzbrewing.com](http://www.shmaltzbrewing.com)