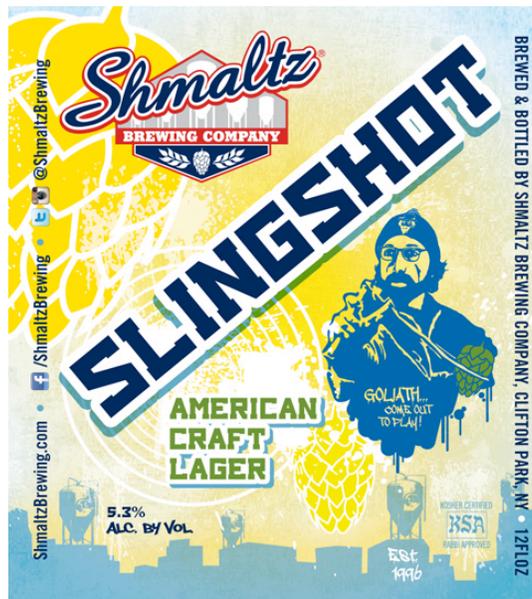


For Immediate Release

Media Contact:
Jesse P. Cutler
JP Cutler Media
510.338.0881
jesse@jpcutlermedia.com



SHMALTZ BREWING ADDS SLINGSHOT AMERICAN CRAFT LAGER® TO AWARD WINNING LINE-UP OF YEAR ROUND OFFERINGS

*Slingshot American Craft Lager® Hits Select Markets for an Exclusive April Roll-Out of 6-Packs (12 oz. Bottles)
in New York, Illinois, Texas, and Iowa*

Now brewing exclusively in Clifton Park, NY – Tuesday, March 10, 2015 – Take hold of Shmaltz's newest addition to its year-round offerings, **Slingshot®** (5.3% ABV, 97 Rating on ratebeer.com), an American Craft Lager purposefully created to stand up to the big beer Goliaths of the world. Boasting a bright, citrusy hop aroma, supported by touches of wheat and rye, **Slingshot®** is guaranteed to strike the craft beer bullseye every time. Shmaltz rolls out **Slingshot®** in 6-packs (12 oz. bottles) to a handful of top markets in April 2015, including New York, Illinois, Texas, and Iowa. The national launch of **Slingshot®** 6-packs to 37 states across the country begins in May 2015.

"Slingshot pours a bright straw color with an elegant white head and light lacing," says Richie Saunders, Lead Brewer at Shmaltz Brewing. "The aroma features subtle, tropical fruit notes of peach, lemon and red grapefruit with the light spice accent of noble hops. The malt bill combines 2-row pale malt with portions of Vienna and a touch of wheat and rye to add a delicate balance to the spice and fruit. Medium in body with a smooth, clean mouthfeel, Slingshot hits the mark as a well-balanced, refreshing but flavorful American craft lager."

Although there are upwards of 3,200 craft breweries within the United States, craft beer sales only make up a total of about 8% of the volume of the national beer market. The overall annual beer market pulls in a staggering \$100 billion, of which craft beer brought in \$14.3 billion. Every year, craft releases increasingly dominate more retail shelves and tap lines. Shmaltz raises a glass to the small production breweries that are making a BIG impact on the beer industry at large. **Slingshot®** is Shmaltz's fermented tribute to the glories of the loveable underdog... Watch your back Big Beer!

Jeremy Cowan, founder of Shmaltz, adds, "Craft brewers are now releasing a slew of 5% abv lagers and ales - true session beers - across their entire production in order to storm the shelves and taps held in the past so securely by the largest competitors. These fizzy golden beers perhaps appear similar to the mass produced distant relatives - but with a level of craftsmanship, detail, innovation found only in the small batches and risk taking of the family of passionate small business artisans. Although Shmaltz brews a wide variety of inventive craft ales and lagers, Slingshot®, steps into the mainstream action - with an obvious signature Shmaltz style - our chosen *shtick!*"

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

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From the label of **Slingshot American Craft Lager®**

As a young shepherd, King David famously vanquished the giant Goliath with a hand-crafted sling. Our modern anti-hero Bart Simpson clowns through childhood with a slingshot. Homer, Caesar, and Thucydides wrote of the power of ancient slings. The IRA, the Incans vs the Conquistadores, and Native Americans have all wielded this iconic weapon of the underdog. Slingshots meant merry mischief to Dennis the Menace, Calvin, Woody Woodpecker and the Beverly Hillbillies. A musician and poet, the teenage David rose to the boasts of a mighty enemy, refusing the armor and weapons of the King, instead proclaiming victory, "Not by my sword nor by my might but by my Spirit." In Alchemy, the Star of David equals a mystical union of elements leading to nirvana. The 6-pointed Brewers Star blends fire, water, malt, yeast, hops, and the character of the brewer. In the spirit of so many Slingshots, Shmaltz hoists our fermented tribute to the glories of the underdog. Lap it up, Craft Tribe - and watch your back Big Beer. L'Chaim!

Jeremy Cowan, proprietor