

For Immediate Release

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Shmaltz Brewing is proud to announce the birth of an extremely rare and precious creation...

CIRCUM SESSION ALE

Mazel Tov - It's a beer!

Brewed exclusively in Clifton Park, NY – Wednesday, April 1, 2015: Rabbis, lawyers, doctors and Jewish accountants have countless songs of praise celebrating their crucial and storied roles in our history and communities.

But with a name oh so hard to spell and a delicate job cloaked in controversy, when a Mohel (pron, "moi-el" or "mo'hel") walks in the room with his sacred ritual instruments soaked in significance and honed with years of handiwork, the adults (and one particular 8-day old male child) could generally use a beer - or several.

Finally after 4000 years of Jewish tradition from Abraham to Jon Stewart - and for many more world cultures in the fold - the perfect bubbly balm to sooth the Bubbes and the bystanders and sanctify such a precious moment. A new craft beer covenant coming to convert you: ***Circum Session Ale***.

Intended to look just like our father's fizzy yellow beers, Circum Session gives a hand crafted twist for a more modern angle of flavor for the next generation of the tribe of Better Beer enthusiasts.

Richie Saunders, Lead Brewer waxes poetic about the intelligent design of his newest recipe: "For such a lingham-likened liquid, we wanted Circum Session Ale to pour out triumphantly with spirited carbonation for a full and fluffy head of foam atop a golden peachy color in a fermented celebration of Life. Pulled from the earth's bounty, touches of several malted grains provide a subtly sweet full body and our proprietary yeast leads to a clean refreshing mouthfeel. Several rounds of popping green hop bud additions offer a gentle pinch of bitterness with splashes of citrus and fruit. Mouthwateringly delightful!"

Perfect for pairing with an array of like minded morsels, may we suggest pleasures such as Lamb Lollipops, Veal Sliders, and of course the classic Balls of Matzoh Soup to provide the perfect comforting nourishment. And though shrimp cocktail and pork tenderloin may be tasty culinary companions, kosher for the Tribe they most certainly are not.

Because of the more delicate nature of a session ale especially when fresh, it's probably best to keep away from funky cheese, raw foods or spicy hand rolls.

Jeremy Cowan, proprietor of Shmaltz, shares the inspiration for this off-beat creation: "An email came to our inbox a few months ago from an avid fan, Adam Cossick from Suwanee, GA with an idea that has been tossed around at beer fests for many years. Truly profound shtick is hard to find and although we weren't sure this would rise to our usual Shmaltz standards, Circum Session seizes the current low gravity

session ale craze with a balanced and smooth entry into the growing category. Since Big Beer marketing has deep roots in prurient, nether regions of low brow hack, we thought, Why not beat them at their own game? Thus, the birth of Circum Session. And I mean c'mon, after this brutal Northeast winter couldn't we all use a few great Spring beers - and one big release, distributed all over the country, based on a dick joke."

Circum Session comes filled in 8 oz stubbies, 12 oz long necks, and 16 oz tall boys - the perfect package size for every drinkers needs. Custom fit foam beer koozies offer protection and longer enjoyment when those sultry Spring afternoons start heating up. The CSA branded bottle openers serve double duty with an additional stainless steel flip top blade honed to slice up any low hanging Spring fruits that might dangle from within arms reach.

So whether for yourself or for a close circle of friends, grab ahold of Circum Session Ale from Shmaltz Brewing and He'brew Beer - a cut above the rest. And if you're pounding pints at your favorite watering hole, don't be a shmuck and make sure to leave the wait staff a generous tip. *To Life - 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 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