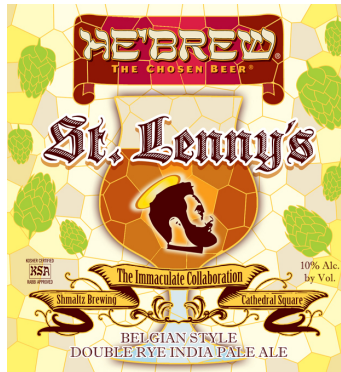


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**SHMALTZ BREWING & CATHEDRAL SQUARE
CELEBRATE THE RESURRECTION OF ST. LENNY'S
AT ST. LOUIS CRAFT BEER WEEK 2015**

***St. Lenny's®: The Immaculate Collaboration (with Cathedral Square)
Belgian Style Double Rye India Pale Ale, 10% ABV***

***Launch Events at Flying Saucer (July 31) & 21st Street Brewers Bar (Aug. 1)
With Jeremy Cowan (Founder, Shmaltz Brewing) and Brian Neville (Brewmaster, Cathedral Square)***

Now brewing exclusively in Clifton Park, NY – Tuesday, July 21, 2015 – Shmaltz Brewing Company teams up yet again with St. Louis' own Cathedral Square Brewery to bring back a sumptuous summer treat, **St. Lenny's®**, in honor of patron saint Lenny Bruce. Savor the return of **St. Lenny's® Belgian Style Rye Double India Pale Ale** as the two renowned breweries launch "The Immaculate Collaboration" at St. Louis Craft Beer Week 2015. Two kick-off events will celebrate **St. Lenny's®** national release: first up at **Flying Saucer (July 31)** and then onto **21st Street Brewers Bar (Aug 1)**. Don't miss this special opportunity to schmooze with Jeremy Cowan (Founder, Shmaltz Brewing) and Brian Neville (Brewmaster, Cathedral Square) as these two gurus preach the gospel of beer, provide tasting notes and answer your questions.

At Flying Saucer (July 31; 900 Spruce Street, St. Louis, MO, 7 pm), Shmaltz will pour not only **St. Lenny's®**, but Slingshot American Craft Lager®, and Bittersweet Lenny's R.I.P.A.® as well. Certainly not to be outdone, Cathedral Square will fill your glass with Canes of Judas Imperial Sour Ale, Barrel Aged Holy Moly Imperial Stout and Repent! Rye IPA. Also, craft beer fans might even be one of the chosen few to try Shmaltz's rarest collaboration, **St. Jewbelation®** Belgian-Style Imperial Sour Rye – usually only available in the promised land, Clifton Park, NY.

Then, shake off your holy hangover and head to 21st St. Brewers Bar (2017 Chouteau Ave, St. Louis, MO, 7 pm) the following evening, Saturday, Aug. 1, for another chance to talk shop and share a pint with Cowan and Neville. The two breweries will have the same craft beer selections as at Flying Saucer, plus Shmaltz's Hop Manna IPA®, Cathedral Square's Gabriel Imperial IPA, and St. Jewbelation®.

St. Lenny's® flips the award-winning **Bittersweet Lenny's R.I.P.A.®** on its head using a custom Belgian yeast blend (2 Trappist and 1 Abbey) with the original R.I.P.A.® recipe. With a spicy punch of rye and caraway, fruity clove and anise flavors, and a gorgeous Belgian character, **St. Lenny's®** is destined to intrigue hop heads and Belgian beer fans alike.

Bittersweet Lenny's R.I.P.A.® was initially brewed for Shmaltz's 10th Anniversary in 2006 to commemorate the 40th anniversary of the death of prophetic Jewish comedian Lenny Bruce. The rye-based double IPA went on to win two Gold medals at the World Beer Championships (2010 & 2011), and it currently holds a 97 Rating with both the BeerAdvocate beer bros and RateBeer.com. Its barrel-aged incarnation, **R.I.P.A. on Rye®** took home Silver medals at both the Great American Beer Festival (2010, Wood & Barrel Aged Strong Beer Category) and National Wood-Aged Beer Competition (2010).

"The Immaculate Collaboration" is a labor of love, shvitz and shtick between two longtime friends and colleagues, Jeremy Cowan and Brian Neville. As a disciple of Belgian-style creations, Neville suggested the use of their Belgian yeast to create a monk-inspired version of **Bittersweet Lenny's R.I.P.A.®**. The result is an amazing flavor profile of hopped-up goodness rounded out

with a soft Belgian character.

The Belgian Style Imperial Dark Rye Ale will be distributed throughout Shmaltz's national sales network, and a limited edition 750 cork finished bottles will be available in Missouri and at the Shmaltz Tasting Room in Upstate, New York.

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. In August of 2013, the Coney Island brand was 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 35,000 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
www.cathedralsquarebrewery.com

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