

For Immediate Release

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SHMALTZ BREWING CO., SARATOGA EAGLE,
WEQX 102.7, 21ST AMENDMENT, AND DAVIDSON BROS.
PRESENT

SATURDAY, SEPTEMBER 12, 2015
PEARL PALOOZA
DOWNTOWN ALBANY, NEW YORK
TIME: 1 PM - 8 PM
FREE

BANDS:
MATISYAHU, THE MOTH & THE FLAME, UNTIL THE RIBBON BREAKS,
TURBO FRUITS, EASTBOUND JESUS, WILD ADRIATIC, NETTER BY MORNING

Shmaltz Brewing Tap Takeovers at Select Bars on Pearl Street (Sept. 12):
Dawn's Victory Sports Café, Legend's Sports Bar, The Hollow Bar & Kitchen, The Merry Monk,
Blue 82, The Capital American Eatery, Pearl Street Pub

Shmaltz's Pre-Event Bar Promos (Sept. 8 - 11):
World of Beer, BREW, Junior's, City Beer Hall, Lionheart Pub, The Hollow,
Excelsior Pub, Dawn's Victory, Merry Monk, Lark Tavern, Cafe 217

Now brewing exclusively in Clifton Park, NY -- Thursday, September 3, 2015 – Shmaltz Brewing Company, Saratoga Eagle, WEQX 102.7, 21st Amendment, and Davidson Bros. Brewing Company present Pearl Palooza in downtown Albany, NY on Saturday, September 12, 2015. With main stage performances taking place on Pearl Street and Shmaltz's freshly brewed craft beers available at a slew of Pearl Street bars, Pearl Palooza is one of fall's most anticipated outdoor Albany happenings. Pearl Palooza features live sets by **Matisyahu, The Moth & The Flame, Until the Ribbon Breaks, Turbo Fruits, Eastbound Jesus, Wild Adriatic,** and **Better By Morning**. Free to an all-ages crowd (beer drinkers must be 21+), the event runs from 1 pm – 8 pm. For more information, please visit Shmaltz Brewing Company's [Facebook Page](#) or Pearl Palooza's [Facebook page](#).

Craft beer, bands, and more craft beer! What better way to welcome autumn than listening to buzzy bands while enjoying your favorite local seasonal and year-round brews from Clifton Park's Shmaltz Brewing. This year's festival steps it up with seven bars on Pearl Street offering up to four Shmaltz selections, including **(518) Beer Sessions Series: Belgian Wit®, Slingshot American Craft Lager®, Messiah Nut Brown Ale®, Hop Manna IPA®, Death Black IPA®, Reunion Ale '15® -- A Beer For Hope,** and **Wishbone Session Double IPA®**. Participating bars include: *Dawn's Victory Sports Café, Legend's Sports Bar, The Hollow Bar & Kitchen, The Merry Monk, Blue 82, The Capital American Eatery, and Pearl Street Pub.*

Can't wait for Pearl Palooza? Then head over to one of these fine Albany establishments running special promos as we lead up to the big event. At each promo, Shmaltz will offer attendees a chance to win a pair of VIP tickets for access to a meet n' greet with Matisyahu (Sept. 12 @ Dawn's Victory, 6 pm) as well as the brewery's VIP party at The Hollow (Sept. 12, 3pm - 7pm).

*Mon, Sept. 7: 518 Belgian Wit® @ BREW (209 Lark Street, 5pm - 7 pm)

*Tues, Sept. 8: Death Black IPA®, 518 Belgian Wit® @ World of Beer (1 Crossgates Mall Road, 7pm - 9pm)

- *Weds, Sept. 9: Hop Manna IPA® @ Junior's (1094 Madison Ave, 5pm - 7pm)
- *Thurs, Sept. 10: Hop Manna IPA® @ City Beer Hall (42 Howard St, 5pm - 7pm), Lionheart Pub (448 Madison Ave, 7pm - 9pm), The Hollow (79 N Pearl St, 7pm - 9pm), and Excelsior Pub (7 Columbia Circle, 5pm - 7pm)
- *Fri, Sept. 11: Slingshot American Craft Lager®, 518 Belgian Wit® @ Dawn's Victory (10 Sheridan Ave, 5pm - 7pm)
- *Fri, Sept. 11: 518 Belgian Wit® @ Merry Monk (90 N Pearl St, 7pm - 9pm)
- *Fri, Sept. 11: Bittersweet Lenny's R.I.P.A.® @ Lark Tavern (453 Madison Ave, 7pm - 9pm)
- *Fri, Sept. 11: Various Shmaltz selections @ Cafe 217 (12 ½ Delaware Ave, 5pm - 7pm)

If you're thirsty for a good time, come on out to one of the select promos and Pearl Palooza for a special opportunity to experience some of Shmaltz's most prized craft beers!

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:

shmaltzbrewing.com

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