



**CELEBRATE HALLOWEEN WITH SHMALTZ BREWING COMPANY  
FOR THE NATIONAL RELEASE OF DEATH HOPPY BLACK ALE®,  
A HAUNTING NEW TREAT FOR THE HALLOWEEN SEASON**

**DEATH HOPPY BLACK ALE®  
7 Malts, 7 Hops, 7% ABV  
Nationally Available in 4-Packs (12 oz. bottles) & Draft at Select Bars**

**UPSTATE NEW YORK LAUNCH EVENTS  
Friday, October 28, 2016  
Slidin' Dirty 2nd Anniversary Party & 80's Halloween Costume Dress-Up  
(9 1st Street: Troy, NY)**

**Saturday, October 29, 2016  
Monster Movie Marathon @ Shmaltz Brewing Company Tasting Room  
(6 Fairchild Square, Clifton Park, NY)**

**Saturday, October 29, 2016**

**3rd Annual Hollow-een Bash @ The Hollow  
(79 North Pearl Street, Downtown Albany, NY)**

**Sunday, October 30, 2016**

**Ghosts of Albany @ Shmaltz Brewing Tasting Room for Beer and A Shmear  
(6 Fairchild Square, Clifton Park, NY)**

**Clifton Park, NY -- Wednesday, October 26, 2016 --** When Shmaltz Brewing Company parted ways with their contract brewing habits and opened their very own Upstate New York brewery, Shmaltz knew the best way to commemorate that moment was to brew an extra special beer. In 2013, **Death of a Contract Brewer**<sup>®</sup> was born and Shmaltz's contract brewing days passed. This year's **Death Hoppy Black Ale**<sup>®</sup> is an homage to new life and the Jewish tradition of mourning. Seven days are spent mourning in Jewish culture, so when it came time to brew **Death Hoppy Black Ale**<sup>®</sup>, Shmaltz's Head Brewer Richie Saunders added 7 hops, 7 malts, and ended up with 7% ABV. Overflowing with characteristics of coffee, dark chocolate, and fresh citrus with a mix of pine, the hoppy black ale's deep roasted malt flavors provide support for a bold mix of bright and bitter West Coast hops.

To celebrate the national launch of **Death Hoppy Black Ale**<sup>®</sup>, Shmaltz teams up with local favorites Slidin' Dirty, The Hollow, and Ghosts of Albany for Halloween launch parties across the Albany metro area. On Friday, October 28 (6pm - 10pm), the *Slidin' Dirty 2nd Anniversary Party* kicks off the festivities with an 80's themed costume party with three Shmaltz beers on draft: **Death Hoppy Black Ale**<sup>®</sup>, **Reunion Ale 14**<sup>®</sup> and **Chanukah, Hannukah: Pass The Beer**<sup>®</sup>.

Saturday, October 29 is a double-header of fun with Shmaltz hosting a *Monster Movie Marathon* in their Tasting Room (12pm - 6pm), and the *3rd Annual Hollow-een Bash* returns to downtown Albany. At the Hollow, **Death Hoppy Black Ale**<sup>®</sup> will be on tap and guests are invited to walk the Death Carpet to show off their Halloween costumes. A costume contest has a Grand Prize of \$500, and the "Best Dressed Couple" will win a pair of tickets to every show at The Hollow for a year.

Looking for more Halloween fun? Then, head over to Shmaltz Brewing's Tasting Room to hear haunted stories by *Ghosts of Albany* during the *Beer and A Shmear* event on Sunday, October 30, 2016 (12pm - 6pm). Guests are invited to enjoy **Death Hoppy Black Ale**<sup>®</sup>, bagels and a shmear cream cheese, and anyone who visits the Tasting Room in costume over the weekend gets a free pint or flight, and 15% off beer to go.

**Death Hoppy Black Ale**<sup>®</sup> won "Best of the Mid-Atlantic/Southeast" with the United States Beer Tasting Championship, and "2014 Products of the Year - Beer Winner" with *Drink Me Magazine's* 150 Elite Awards. **Death Hoppy Black Ale**<sup>®</sup> has a 96 Rating with RateBeer.com.

Perfectly summing up **Death Hoppy Black Ale**<sup>®</sup>, *DRAFT Magazine* comments on the 2014 release, "The hops' grassy and grapefruit flavors meet dark malts' quiet chocolate and big roast, for a palatable IPA-meets-dark-beer experience. The key to making this style work is harmonizing the roast and the hop bitterness, while allowing the best of the flavors of both worlds to express in an enlivened way: Death<sup>®</sup> hits all of those notes with ease."

**Death Hoppy Black Ale**<sup>®</sup> is now nationally available in 35 states through Shmaltz's extensive distribution network. To find a wholesaler near you, please visit <http://shmaltzbrewing.com/distributors>

From the Label of **Death Hoppy Black Ale**<sup>®</sup>:

*Death seems so obvious: the end of life, no mas, kaput. But Humans stand an optimistic animal. Many traditions suggest alternate endings: Resurrection, reincarnation, rebirth, afterlife. Even the atheist view of Eternal Oblivion doesn't seem quite final. As usual, Jewish tradition prescribes... Food. 7 days of family, community, and bagels (beer!) called, Shiva, meaning "7" in Hebrew. The flip side to the 7 days of Creation with the 7th as a holy day of rest. The first meal of Shiva is "the comfort meal." And the number 7 provides powerful mojo: 7 Jewish*

*wedding blessings, 7 Liberal Arts, 7 stars of the Big Dipper, 7 colors of the rainbow, 7 seas, 007 license to kill, 7 dwarves, 7 deadly sins, Best of 7 finals in NBA, NHL, MLB, 7th Inning stretch. George Costanza yearned to name his firstborn, "7" as a living tribute to #7 Mickey Mantle. The 7 award however must go to the immortal George Carlin for 7 Dirty Words, inspired by another He'brew hero Lenny Bruce. To commemorate our conversion from that "dirty word" in craft to our very own crib in Clifton Park, behold DEATH (of a Contract Brewer) BLACK ALE, our Shmaltz homage to new life. Home sweet home. L'Chaim!*

#### **About Shmaltz Brewing Company**

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 brewhouse 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 ranked Shmaltz as one of the "Top 100 Brewers in the World" in 2013, and the brewery brought home 10 gold and 6 silver medals from the World Beer Championships in the past several years.

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**For more information, please visit:**  
[www.shmaltzbrewing.com](http://www.shmaltzbrewing.com)

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