



CALLING ALL BEER GEEKS!!!

SHMALTZ BREWING COMPANY UNITES LOCAL BREWERS, HOMEBREWERS, HOP FARMERS, AND YOU!

*Join Beer Connoisseurs from Across the Region for a Beer Nerd Fest
And Celebrate the Release of
Shmaltz's 20th Anniversary Barrel Aged Tart Barleywine
Genesis 20:20*

*The 1st ANNUAL GEEKTOBERFEST
Serves as the Official Launch of
Genesis 20:20, Death Hoppy Black Ale, Chanukah, Hanukkah - Pass The Beer,
and Immaculate Collaboration V - Imperial Pomegranate Saison (with Cathedral Square)*

Clifton Park, NY -- Monday, September 19, 2016 -- Come one, come all! Beer enthusiasts from across the state will converge on Shmaltz Brewing Company this Saturday, September 24 for the **1st ANNUAL GEEKTOBERFEST®**. Shmaltz kicks off their 20th Anniversary by inviting beer lovers from near and far to a rare Upstate New York meet up celebrating the release of the brewery's 20th Anniversary barrel aged tart barleywine, **Genesis 20:20®**. Bring your amazing craft beer expertise and shmooze with local brewers, homebrewers, hop farmers, and industry professionals. Come taste rare and obscure brews from Shmaltz Brewing, Adirondack Brewery, Mean Max Brew Works, and Empire Brewing.

Born out of a collaboration project between Shmaltz, Captain Lawrence and Ithaca Brewing, Geektobberfest® was initially a special blend of six barrel-aged beers released as the official beer for New York City Beer Week. Geektobberfest® evolved into Shmaltz's award-winning barrel aged sour **Funky Jewbelation®**. Craft beer fans can now unite with other like-minded aficionados at one of the fall's most anticipated beer gatherings in New York State.

At GEEKTOBERFEST®, Shmaltz pours its entire craft beer portfolio plus some vintage goodies such as **Genesis 10:10®** (10th Anniversary Release), **Genesis 15:15®** (15th Anniversary Release), **Jewbelation 8®** (2004), **Jewbelation 10®** (2006), **Vertical Jewbelation®**, **Jewbelation 16®**, **Funky Jewbelation '13®**, and **St. Lenny's '13®**. Shmaltz also officially releases three new autumn seasonals including **Immaculate Collaboration**

V - Imperial Pomegranate Saison® (brewed with Cathedral Square), **Death Hoppy Black Ale®**, and **Chanukah, Hanukkah - Pass The Beer®**. Adirondack brings to GEEKTOBERFEST® a wet hop rye IPA and specialty firkin. Mean Max features its tiramisu porter, and Empire pours its Deep Purple and Strikes Bock.

During the event, Shmaltz's Head Brewer Richie Saunders leads high-level tours while educating about the brewing process. Sweet Sue's discusses beer and baking, and Primal demonstrates grilling techniques using beer in marinades. DJ Dominance spins on the wheels of steel, and shows how to professionally mix records. For those who enjoy games and beer, head to Shmaltz's game room for some friendly competitions.

GEEKTOBERFEST® will include a VIP bottle share. Attendees are encouraged to bring a unique bottle if interested in participating. GEEKTOBERFEST® tickets are \$35 and include a bottle of **Genesis 20:20®**, 6 drink tokens, a collector's glass, and 15% off beer to go. GEEKTOBERFEST® will be from 1 pm - 5 pm.

Buy your tickets now on [Eventbrite](#).

From the label of **Genesis 20:20®**

Genesis 20:20 doesn't exist. Chapter 20 stops at verse 18. Perhaps that's a good thing. After the hellfire of Sodom and Gomorrah, whacked out incest with Lot by his daughters, and Abraham's misguided "sister act" with his wife Sarah, a quick literary breather after the mythic tempests could be a healthy pause before beloved Isaac is born to 100 year old parents and Ishmael is banished in Chapter 21. Slight calm after epic storms and before many others to come. 20/20 is considered perfect vision, but for life, it's often only in hindsight. 20 weeks pregnant is halfway to full gestation. Breweries in The Class of '96 celebrating a 20th Anniversary are some of my favorites and inspirations: Bear Republic, Victory, Coronado, Weyerbacher, ThirstyBear, Stone, Two Brothers, 3 Floyds, Duclaw, Arcadia, and Original Sin. 1996 & 20s - see also Jewbelation 20 for a load of heavy mojo working with Mel Brooks, Dave Chappelle, Rush, Beck, Babs, Sex Pistols, Abraham Lincoln, Lauryn Hill, & Groucho Marx. For now, commenting on the lack of resolution of his opus Infinite Jest published in '96, David Foster Wallace clarified, "The answers all exist, but just past the last page." With the first 20 Years of Shmaltz inscribed in the Book of Life, let's enjoy a fermented moment to reflect... the turn the page, crank it up & keep on rockin. *L'Chaim Tribe!*

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

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