

For Immediate Release



SHMALTZ BREWING COMPANY EVOLVES MASSACHUSETTS DISTRIBUTION

Now brewing exclusively in Clifton Park, NY -- Monday, November 14, 2016 -- Shmaltz Brewing Company is thrilled to announce it's now working with new eastern Massachusetts distributor, Horizon Beverage, part of the Revolution Beverage Group, a network of four family owned distributors. The latest addition to Shmaltz's national network of distributors, Horizon Beverage and Revolution Beverage Group enhance the regional retail presence and draft availability of its award-winning craft beers, including World Beer Championship Gold Medal Winners, Hop Manna IPA and Slingshot American Craft Lager. Located in the Capital District of NY, Shmaltz is elated that this new partnership will boost its presence with its neighbors to the East. Shmaltz's distribution growth throughout the country comes on the heels of opening a new 40,000 square foot brewing facility in Clifton Park, NY in 2013. Shmaltz increased its staff to 30 employees to oversee its latest capacity expansion from 20K barrels to 30K barrels per year, including branded and contract production.

"We are excited to re-launch Shmaltz in the Boston area with Horizon Beverage and Revolution Beverage Group," says **Jeremy Cowan, Founder of Shmaltz Brewing Company**. "Transitioning over to a new wholesaler after 13 years gives us the opportunity to re-introduce Shmaltz to the area, and to celebrate this we're bringing our 20th Anniversary Celebration beer, Jewbelation 20, and our 2016 Chanukah, Hanukkah: Pass the Beer with us for our re-launch party at Bukowski Tavern on the 17th. We'll also have favorites, Hop Manna IPA, Slingshot American Craft Lager, and Bittersweet Lenny's R.I.P.A., among others, on tap at the event."

"Revolution is very excited to work with Jeremy and the entire team at Shmaltz," says **Dan O'Donnell, Director of Sales & Marketing, Revolution Beverage Group**. "They've been brewing outstanding beers for 20 years now, and we couldn't be happier that they chose us to continue to grow their brand in Massachusetts."

This week, Shmaltz Brewing founder Jeremy Cowan hosts a special tasting event at Bukowski Tavern:

***Thursday, November 17, 2016 @ Bukowski Tavern** (50 Dalton Street, Boston, MA, 7pm - 9pm): Join Jeremy Cowan, National Sales Manager, Dan Curry, and Northeast Regional Sales Manager, Mike Thompson, at Bukowski Tavern for a Meet & Greet and opportunity to taste some of the brewery's most decorated beers: Jewbelation 20®, Bock Bock®, Death Hoppy Black Ale®, Chanukah, Hanukkah: Pass The Beer®, Bittersweet Lenny's R.I.P.A.®, Slingshot American Craft Lager®, and Hop Manna IPA®.

Shmaltz's national wholesaler network expands to 35 states, and **Shmaltz's He'brew Beer Brand** is also

available internationally in both Canada and Hong Kong.

For a full list of Shmaltz's distributors, please visit: shmaltzbrewing.com/distributors

About Horizon Beverage Group

As one of the Northeast's leading spirits, wine and beer distributors, Horizon Beverage Group connects a network of makers, retailers and consumers throughout New England. Since 1933 we've fostered an environment of ingenuity, innovation, and expertise to help suppliers and retail & restaurant entrepreneurs reach their goals. Now in our fourth generation of family ownership, we employ over 750 team members. For more info, please visit:<>

About Revolution Beverage Group

Our network of family owned distributors are committed to craft beer. We share a passion and a personal commitment to being selective and choosing the right partners to foster long-term, successful partnerships. At REVBEV we believe that having a well-balanced, focused and concise portfolio allows us to spend enough time with all of our partners as we grow together. Our sales team is 100% Certified Beer Servers and we are dedicated to ongoing training and education. For more info, please visit: <>

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.

Media Contact: Jesse P. Cutler, JP Cutler Media, [510.338.0881](tel:510.338.0881), press@jpcutlermedia.com

For more information, please visit:

www.shmaltzbrewing.com

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