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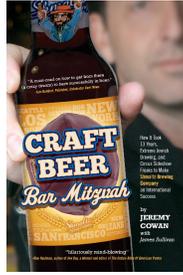
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## CRAFT BEER FOUNDER BREWS UP SELF-PUBLISHED BOOK

*Shmaltz Brewing Co. Proprietor, Jeremy Cowan, Self-Publishes Debut Small Business Memoir, **Craft Beer Bar Mitzvah**, Hits Book Stores Nationwide in October 2011 on Malt Shop Publishing*

### Early Buzz:

"Hilariously mind-blowing"

-**Alan Kaufman**, author of *Jew Boy, a Memoir* and editor of *The Outlaw Bible of American Literature*

"A must read on how to get from there (a crazy dream) to here successfully in beer."

-**Tom Dalldorf**, Publisher, *Celebrator Beer News*

"*Craft Beer Bar Mitzvah* mixes comedic, self-deprecating anecdotes with general acts of badassery - which pretty much sums up the brands [Cowan] has created."

-**Jeff Cioletti**, Editor-in-Chief, *Beverage World Magazine*

"This man knows how to build a brand from scratch and reading his story is a fascinating, can't-put-the-book-down tale. Just don't read it from right to left."

-**Pete Slosberg**, founder of *Pete's Wicked Ale*

**New York, San Francisco, Beyond! – June 1, 2011** – In October 2011, Shmaltz proprietor Jeremy Cowan will roll out nationally his self-published debut book: *Craft Beer Bar Mitzvah: How It Took 13 Years, Extreme Jewish Brewing, and Circus Sideshow Freaks to Make Shmaltz Brewing Company an International Success*. In this small business memoir, Cowan divulges how he took on the craft beer world and ultimately created one of the most respected brands in the country. *Craft Beer Bar Mitzvah* tracks Cowan's evolution from the earliest days of delivering 100 cases of hand-bottled beer in his grandmother's Volvo, to winning awards 13 years later at top U.S. craft beer festivals. This meaningful, insightful and often hilarious memoir takes readers on a wild ride with the head of today's most successful and decorated Jewish Celebration Freak Show Craft Brewery. *Craft Beer Bar Mitzvah* is the first book to be published by Cowan's new small press, Malt Shop Publishing. It is currently available for purchase only through [CraftBeerBarMitzvah.com](http://CraftBeerBarMitzvah.com) and [Amazon.com](http://Amazon.com), as well as a few select independent bookstores, brewery gift shops, homebrew outlets, and the Coney Island Brewing Company in Brooklyn, NY.

The publishing world has seen extraordinary changes in the last several years and at no other time has self-publishing flourished so freely and proven to be the most effective way for emerging writers to share their story with the world. Jeremy Cowan, a renowned contract brewer who cut his teeth in the do-it-yourself environment of the craft beer industry, transfers the expert marketing techniques that built his specialty beer company into a nearly \$3 million a year business to self-publishing *Craft Beer Bar Mitzvah*. A standout niche success story in the beer world, Shmaltz features two lines, HE'BREW Beer® and Coney Island Craft Lagers®, that have gained a dedicated cult following while selling more than ten million bottles of beer to date.

"It made perfect sense," says Cowan of his choice to self-publish his book. "We've already laid the groundwork by reaching consumers who love great craft beer and who are active in our brand's communities and the small business world. We have a flourishing social media network and an exceptional PR team. We have independent retailers and company sales structure we can immediately tap into."

Cowan continues, "It's certainly not an obvious transition – for a beer company to become a publisher – but we have a multi-talented staff that was poised to pull this off with style, substance, and success."

The down-to-the-wire completion of *Craft Beer Bar Mitzvah* found Cowan working literally side-by-side with Shmaltz's Art Director Matt Polacheck, who handled the graphic design of the book while Cowan finished writing the manuscript. Polacheck has garnered national recognition for his iconic beer labels and visually compelling packaging. In 2010, *Beverage World Magazine* awarded Polacheck a Gold Medal in the Global Packaging Design Awards for the Coney Island Variety Pack®. He took home two more Gold Medals from Beverage Tasting Institute's 2010 World Beer Championships Packaging Competition for the CI Variety Pack® and He'brew's Bittersweet Lenny's RIPA® label artwork. Polacheck contributes artwork each year (2008-2011) to the GoggleWorks Center for the Arts Exhibition: *Design, Drink & Be Merry*, an event that features outstanding art and design in craft beer.

Cowan recalls, "Matt and I turned in the file to the printer one hour before Rosh Hashanah on Sept. 8, and we had a full-color, limited-edition galley copy to present to friends and fans just a few days later at the biggest beer festival in the country (Great American Beer Festival in Denver, CO). For better or for worse, we are very experienced with short deadlines and were prepared for the precise moment we finished. That kind of turn around time would have been unheard of until very recently. What would take a publishing company six months to do, we did it in three weeks."

To co-write and edit the tale of *Craft Beer Bar Mitzvah*, Cowan enlisted the help of longtime friend and professional journalist, James Sullivan. Sullivan worked as a staff writer for the *San Francisco Chronicle* and contributor to the *Boston Globe*. He is the author of three books: *7 Dirty Words: The Life and Crimes of George Carlin*, *The Hardest Working Man: How James Brown Saved the Soul of America*, and *Jans: A Cultural History of an American Icon*. Cowan entrusted Sullivan to help capture the intimate, purposefully conversational style of his story and to challenge his writing, transforming it from beer labels and sell sheets into a 300 plus page narrative. Shmaltz staffers Leah Harmatz (Administration Manager) copy-edited the book, and Noah Jampol (part-time Sales Rep and a creative writing professor at the University of Maryland) proved invaluable in the editing process.

On working with Cowan, James Sullivan assesses, "Jeremy Cowan's middle initials are D.I.Y. He was doing it himself when I first met him, 20 years ago in New Orleans, where we downed more than our share of Abita Turbodogs together. At the time, he was publishing a hopelessly ambitious 'zine called *Projector*. It was a salient name. Jeremy launches himself into everything he does, he projects meaning onto every aspect of the rich culture he surrounds himself with, and he lives for the next project - the new beer line, the outrageously clever marketing shtick, the next party. It's the story of his life, and so is *Craft Beer Bar Mitzvah*. Like the craft beer revolution, the book world is poised for a major shift toward self-publishing, and Jeremy's got the first round."

Another supporter of Cowan's vision and self-publishing venture is Tony Forder, publisher and editor-in-chief of *Ale Street News*, the largest circulated beer trade publication in the U.S. As Forder comments, "What did beer lovers do when there was hardly any choice for full-flavored beer? They brewed it themselves - and spawned the craft brewing revolution. What did Shmaltz Brewing Co.'s Jeremy Cowan do when he wanted to tell the world about his beer? He wrote a book and published it himself - and spawned *Craft Beer Bar Mitzvah*."

"There doesn't have to be a directors cut or a un-censored version of this book," says Cowan. "It's purely the story that I struggled to tell. That's one of the beauties of self-publishing. Similar to our brewing philosophy as niche producers, we don't need to worry about appealing to everyone - just our own creative taste buds. It's very empowering: to use your artistry in its full force without asking for approval. At least until we face the book reviewers, I think we are already our own toughest critics, so I'm confident we put out exactly what we aimed to achieve."

### **About Shmaltz Brewing Company**

Shmaltz Brewing Company was recently named "Best American Craft Brewer" and won the "Best In Show 2010" title by *Beverage World Magazine*, after being named "Breakout Brand" for 2009. Shmaltz was also included in the "Top 50 Fastest Growing Bay Area Companies" by *San Francisco Business Times*, and is a recipient of the "Distinguished Business Award" by the Brooklyn Chamber of Commerce.

Established in San Francisco in 1996 with the first batch of 100 cases of HE'BREW Beer® bottled, labeled, and delivered by hand, Shmaltz has sold more than ten million bottles of beer to date. Along with their acclaimed line of HE'BREW Beers®, Shmaltz introduced its new line of sideshow-inspired Coney Island Craft Lagers®. Proceeds help Coney Island USA, a 501(c)(3) Non-Profit fulfill its mission to defend the honor of lost forms of American popular culture in Brooklyn's historic Coney Island neighborhood.

Shmaltz offerings are available in more than 25 states through 30 wholesalers at more than 3,000 retail specialty shops across the U.S., including Beverages & More, Whole Foods, Total Wine, select Krogers and Cost Plus.

Shmaltz Brewing beers have appeared in such distinguished media outlets as *The New York Times*, *CNN Headline News*, *The Onion*, *Beer Advocate Magazine*, *Celebrator Beer News*, *Ale Street News*, *NPR's "Weekend Edition"*, *New York Magazine*, *Newsweek*, *Men's Health*, *BUST*, *Playboy*, *Associated Press*, *Reuters*, *MSNBC*, *San Francisco Magazine*, *The Jerusalem Report*, *New York Jewish Week*, *Washington Post*, *MAXIM*, *Forbes.com*, *Smartmoney.com*, *Entrepreneur.com* and *Epicurious.com*.

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

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