

For Immediate Release

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SHMALTZ BREWING COMPANY LAUNCHES IN JAPAN, RANKS AMONG TOP 50 BREWERIES IN THE WORLD WITH RATE BEER

Nagano Trading Co. to Distribute HE'BREW Beer®, Coney Island Craft Lagers® in Japan

Shmaltz Hits #46 in 2012 with Rate Beer's Best Breweries List

New York, San Francisco, Beyond – March 12, 2012 – Shmaltz Brewing Company officially teams up with Nagano Trading Co. for distribution in Japan of both acclaimed lines, HE'BREW Beer® and Coney Island Craft Lagers®. Nagano Trading Co. is located in Yokohama, Japan and is the exclusive importer/distributor of many top American craft breweries. Nagano Trading Co. aims to connect quality, handcrafted products with Japanese beer drinkers looking for the finest craft beers in the world. Their imports help lend positive and educational examples to the Japanese craft brewing community.

Andrew Balmuth, founder of Nagano Trading Co., comments, "We are excited to have Jeremy's tasty brews In the Land of the Rising Sun. The first shipment arrived in February 2012, and the release party was on February 28th at Good Beer Faucets in Shibuya, Tokyo. The release was an instant hit with five draft beers on tap: Mermaid Pilsner®, Conley Island Lager®, Messiah Nut Brown Ale®, Hop Manna IPA®, and Origin®. The event was co-organized by Tim Eustace, founder of Tokyo-based beer group Beer Education Enjoyment & Relaxation Society (BEERS), as well as Good Beer Faucets. Japanese beer drinkers really enjoyed the range of flavors and styles. As it turns out Japanese folks love Jews and Freaks so more beer is arriving soon. Can't wait to see if we have any Sword Swallowers or Blockheads at the next party."

Shmaltz proprietor Jeremy Cowan says, "After being invited to give a presentation at the Japanese Craft Brewers Conference in 2011, I was really excited to have Nagano Trading ask us to be a part of their fantastic portfolio of top shelf American craft beers marketed in Japan. The craft beer scene there is so dynamic and expanding so fast - with both exceptional local small brewers and imported specialty craft beers - that I'm very happy to have Shmaltz Brewing beers in the Japanese beer landscape. And it's fun to say *L'Chaim* in Japanese - *Kampai!*"

Nagano Trading Co. is proud to start distributing the following Shmaltz beers: Genesis Dry Hopped Session Ale®, Messiah Nut Brown Ale®, Hop Manna IPA®, Origin®, Bittersweet Lenny's R.I.P.A.®, Coney Island Lager®, Coney Island Albino Python®, and Coney Island Mermaid Pilsner®. For more information on Nagano Trading Co., please visit: www.naganotrading.com.

In recent stateside news, Rate Beer announced that Shmaltz ranked among the World's Top 50 Breweries along such luminaries as Allagash, Cantillon, Victory, and so many more of their friends and colleagues. In comparison with last year's results, Shmaltz moved up from #85 in 2011 to #46 in 2012! To view the list of the Best Breweries in the World, please check out RateBeer.com.

Please feel free to download Shmaltz's 2012 release schedule here: <http://www.shmaltzbrewing.com/HEBREW/downloads.html>

About Shmaltz Brewing Company

Shmaltz Brewing Company was named "Best American Craft Brewer" and won the "Best In Show 2010" title by *Beverage World Magazine*, after being named "Breakout Brand" for 2009. Just this week, ranked in 2012 as one of the "Top 50 Brewers in the World" by RateBeer.com, 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®. Shmaltz offerings are available in more than 30 states through 35 wholesalers at more than 3,500 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*, *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

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