

\*\*\*For Immediate Release\*\*\*

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***RIBBON CUTTING CEREMONY & PRESS PREVIEW  
SHMALTZ BREWING'S BRAND NEW 50-BARREL BREWERY IN UPSTATE NEW YORK***

*Save The Date:  
Monday, May 13, 2013  
Shmaltz Brewing Company  
6 Fairchild Square, Clifton Park, NY  
(North Side of the Albany Capital District)  
Time: 3 pm  
RSVP Required*

**Clifton Park, NY – Friday, May 3, 2013** – Kicking off American Craft Beer Week (May 13 – 19, 2013), **Shmaltz Brewing Company** hosts an exclusive Ribbon Cutting Ceremony and press preview event for members of the media, regional officials and politicians, influential business development leaders, and craft beer industry professionals at the brand new brewing facility in Clifton Park, NY on Monday, May 13, 2013. Join Shmaltz Proprietor **Jeremy Cowan**, Clifton Park Town Supervisor **Phil Barrett**, Congressman **Paul Tonko**, **Pat Hooker** (Empire State Development), **Dennis Brobston** (Saratoga Economic Development Corporation) and **Todd Shimkus** (Saratoga County Chamber of Commerce), in introducing Shmaltz to the Capital Region. Following the press conference, Cowan will lead a brewery tour through the 20,000 square feet of warehouse space filled with custom-made brewhouse and manufacturing tanks from Oregon's JV Northwest, and a bottling line from well respected Italian experts SBC/BC International. The event will conclude in the 1,700 square foot tasting room for a sampling of Shmaltz libations and artisan snacks.

For 16 years, Shmaltz championed contract brewing and developed a dedicated cult following around the award-winning **HE'BREW – The Chosen Beer®** and **Coney Island Craft Lagers®**. In breaking with tradition, Shmaltz opens its own New York State production brewery just 10 minutes north of Albany's capital district. Shmaltz's new home boasts a 50-barrel brewhouse with 20,000 barrels of annual capacity. With a \$3.25 million dollar budget and countless hours of planning and preparation, what began as an improbable fantasy only one year ago, has blossomed into a nearly 20,000 square foot brewing reality.

The new Shmaltz brewery will package 12 and 22 ounce bottles and kegs of their diverse core and seasonal favorites. Several new releases and collaborations are on tap for 2013, and Shmaltz will continue their acclaimed exploration of barrel-aging with a current inventory of more than 300 bourbon, rye whiskey, and tequila barrels. The brewery projects hiring upwards of 10 full time staff for the new operation in addition to the dozen staffers currently handling sales, marketing and contract brewing operations.

Even with this new beginning, Shmaltz will be piloted under the watchful and experienced eyes of the same dynamic team that's brought the craft beer world many years of delicious beer and delicious shtick, including Jeremy Cowan (Proprietor), Bob Craven (General Manager), Matt Polacheck (Art Director), Zak Davis (National Sales Manager), Jesse P. Cutler (PR Director), and Paul McErlean (Consulting Brewmaster who created every recipe in Shmaltz's family of beers).

Brewing production will begin in May 2013, and the official, public grand opening bash will take place on Sunday, July 7, 2013. Following the opening, craft beer enthusiasts will be able to enjoy the nectar of the new brewery gods at Shmaltz's tasting room throughout the year. Brewery tours will be available to the public - times will be announced this summer.

What began in 1996 as a sincere experiment of 100 cases of beer delivered out of the back of founder Jeremy Cowan's grandmother's Volvo, has grown into a 200,000 case per year operation (over 12,000 barrels), grossing \$3.9 million in sales in 2012, a 42% increase over 2011. The Shmaltz Tribe honors their contract brewing roots while embracing the miracle of new

life in Clifton Park, NY, with its exciting expansion as a 50-barrel playground for brewing exceptional specialty beers and hosting a growing family of enthusiastic consumers at its new home. *L'Chaim!*

### **About Shmaltz Brewing Company**

Ranked in 2013 as one of the "Top 100 Brewers in the World" by RateBeer.com, Shmaltz won 9 Gold and 5 Silver Medals in the World Beer Championships in 2012. A recipient of the "Distinguished Business Award" by the Brooklyn Chamber of Commerce, Shmaltz was also included in the "Top 50 Fastest Growing Bay Area Companies" by *San Francisco Business Times*.

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 sideshow-inspired Coney Island Craft Lagers® which celebrate the spirit of "America's Playground". Shmaltz offerings are available in more than 30 states through 35 wholesalers at more than 3,500 retail specialty shops across the U.S.

In 2010/11, Shmaltz proprietor Jeremy Cowan published his small business memoir, *Craft Beer Bar Mitzvah: How It Took 13 Years, Extreme Jewish Brewing, and Circus Sideshow Freaks to Make Shmaltz Brewing Company an International Success*. A free sampling of Chapter One and suggested beer pairings, can be viewed at [www.craftbeerbarmitzvah.com](http://www.craftbeerbarmitzvah.com).

With the opening of the "World's Smallest Brewery" in Coney Island, NY (1-gallon at a time, since 2011), Cowan spearheaded the creation of the non-profit New York City Brewers Guild in 2012 and serves as its President.

Cowan recently appeared at the 2013 Craft Brewers Conference to speak about the transition from contract brewing to in house production as well as small batch brand strategies. He has also presented at the Great American Beer Festival, BevNet's Brewbound conference, Beer Advocate's Extreme Beer Festival, the Atlanta and the St. Louis Jewish Book Fairs, and the San Francisco and New York Jewish Museums.

Shmaltz Brewing beers have appeared in such distinguished media outlets as *The New York Times*, *CNN Headline News*, *The Onion*, *Fox Business News*, *Beer Advocate Magazine*, *Celebrator Beer News*, *Ale Street News*, *NPR's "Weekend Edition," New York Magazine*, *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*, *Epicurious.com* and *BrewBound.com*.

For more information, please visit:

**[www.shmaltzbrewing.com](http://www.shmaltzbrewing.com)**

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