

For Immediate Release

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SHMALTZ BREWING COMPANY SELLS CONEY ISLAND CRAFT LAGERS® TO ALCHEMY & SCIENCE

Clifton Park, NY - August 23, 2013 – Shmaltz Brewing Company announces the sale of **Coney Island Craft Lagers®** to Alchemy & Science, according to an agreement signed today.

Jeremy Cowan, founder of Shmaltz Brewing, which included **Coney Island®**, and Alan Newman, president of Alchemy & Science, a craft beer incubator based in Burlington, Vermont made the announcement.

Jeremy Cowan founded Shmaltz Brewing in 1996 with the first 100 cases of **He'brew Beer®**, and **Coney Island®** was launched in 2007. Jeremy will continue to play a role in **Coney Island® Brands** building on his relationships with the New York community, wholesale and retail partnerships and marketing endeavors. **He'Brew Beer®** is not part of this deal and Jeremy will remain as President and Owner of Shmaltz Brewing, the **He'Brew Beer® Brand** and his Upstate New York Brewery.

Cowan is enthusiastic about joining Alchemy & Science. He says, "I have always admired Alan back to his days at Magic Hat. To be a part of his team and work alongside him is truly a great opportunity."

"Jeremy is very excited to stay and be an important part of the future of Coney Island Brands," comments Alan Newman. "We are thrilled to collaborate with him to build on his hard work. And personally, I am thrilled to revisit my youth spent in Coney Island," concludes Newman.

About Shmaltz Brewing Company

Shmaltz Brewing Company was established in San Francisco in 1996, and recently opened its own brewery in Upstate New York. Shmaltz produces a portfolio of annual and seasonal releases of **HE'BREW Beer®**, which are distributed across 35 states, through 40 wholesalers and nearly 4,000 retailers. For more information, please visit: www.shmaltzbrewing.com.

About Alchemy & Science

Alchemy & Science is an independent, craft beer incubator collaboration, owned by The Boston Beer Company, to increase awareness of craft brewed beers by exploring and managing a broad range of opportunities from creating new breweries and beers to providing legacy solutions to craft brewery founders. Alchemy & Science is headquartered in Burlington, Vermont. For further information, go to AlchemyandScience.com.

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