

For Immediate Release

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SHMALTZ BREWING COMPANY PARTNERS WITH NEW HOMETOWN DISTRIBUTOR: SARATOGA EAGLE SALES & SERVICE

Clifton Park, NY -- Friday, November 7, 2014 -- Shmaltz Brewing Company is thrilled to announce the partnership with a new distributor for its home market, Saratoga Eagle Sales & Service. The latest addition to Shmaltz's team of distributors across the country, Saratoga Eagle, enhances the regional retail presence and draft availability of the award-winning craft beer line: **He'brew -- The Chosen Beer®**. Shmaltz's distribution growth throughout the Capital region comes on the heels of opening a new 20,000 square foot brewing facility in Clifton Park, NY. 100+ new Upstate New York bars, restaurants, and off-premise accounts have recently added Shmaltz's beers to their portfolio, and a notable 7,000 consumers visited the onsite tasting room since its opening (May 2013). Shmaltz increased its staff to 20 employees (10 of which are new employees from the Albany, NY metro area) to oversee its latest capacity expansion from 20K barrels to 35K barrels per year.

"Partnering with local companies is extremely important to Saratoga Eagle," says **Jeff Vukelic, CEO of Saratoga Eagle**. "Shmaltz brews top-notch craft beers and that's what our customers are looking for. It's a big win for us to team up with Jeremy and his excellent brewing and production team. Nowadays, everyone's interested in local beer, wine and fine ingredients. What better way to engage our consumer base than to work with Shmaltz."

"We couldn't be happier with our decision to partner with Saratoga Eagle," says Jeremy Cowan, Proprietor of Shmaltz Brewing Company. "They have wholeheartedly embraced our portfolio of award winning craft beers and are excited as we are about growing our presence here in the Capital Region and North Country. The entire Vukelic family and Saratoga Eagle team have welcomed our brand and you can feel the level of enthusiasm from everyone in the company. We look forward to this exciting chapter of our growth with them."

Shmaltz's national wholesaler network expands to 37 states with newly acquired territories including Vermont, Maine, Kentucky, and Iowa; **He'brew -- The Chosen Beer®** is also available internationally in both Canada and Hong Kong.

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

About Saratoga Eagle Sales & Service

Saratoga Eagle Sales & Service, Inc. located in Saratoga Springs, NY is a subsidiary of Try-It Distributing Co., Inc., based in Lancaster, NY and owned by the Vukelic family. The Vukelic Family also owns and operates Balkan Beverages a non alcoholic beverage distributor that represents several brands from Buffalo to Albany. Saratoga Eagle was founded in 1938 and acquired by Try-It Dist. in 2005.

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*.

Founder and owner Jeremy Cowan established the company in San Francisco in 1996 with the first 100 cases of He'brew Beer® hand bottled and delivered throughout the Bay Area in his Grandmother's Volvo. He'brew® now sells across 37 states, through 40 wholesalers and nearly 5,000 retailers. In 2007, Shmaltz released a new line of craft brewed lagers under the Coney Island® banner. The Coney Island brand was recently acquired by Alchemy and Science, a craft beer incubator, owned by Boston Beer (Sam Adams).

After 17 years of being an outspoken cheerleader for contract brewing, Shmaltz recently broke with tradition and opened its own New York State production brewery in Clifton Park, NY, 10 minutes north of Albany's capital district. Shmaltz's new home boasts

a 50-barrel brewhouse with 20,000 barrels of annual capacity. The new brewery packages 12 and 22 ounce bottles and kegs of their diverse core and seasonal favorites, and hosts fans and beer tourists in their new tasting room for tours, barrel-aged previews, and special releases.

In 2010/11, 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. In 2012, Cowan spearheaded the creation of the non-profit New York City Brewers Guild (which manages NYC Beer Week) and served as its Founding President.

Cowan also has presented at the 2013 Craft Brewers Conference, as well as previous Great American Beer Festivals, 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*, *Beer Advocate Magazine*, *NPR's "Weekend Edition," Fox Business News*, *Men's Health*, *San Francisco Chronicle*, *The Jerusalem Report*, *New York Jewish Week*, and *Washington Post*.

For more information, please visit:
www.shmaltzbrewing.com

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