

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

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**CELEBRATE HALLOWEEN & DAY OF THE DEAD WITH SHMALTZ BREWING COMPANY  
FOR THE NATIONAL RELEASE OF DEATH BLACK IPA®,  
A HAUNTING NEW TREAT FOR THE HALLOWEEN SEASON**

***DEATH BLACK IPA®***

*7 Malts, 7 Hops, 7% ABV*

*Nationally Available in 4-Packs (12 oz. bottles) & Draft at Select Bars*

***UPSTATE NEW YORK LAUNCH EVENTS***

*Friday, October 30, 2015*

*Slidin' Dirty One Year Anniversary*

*(79 Pearl Street: Troy, NY)*

*Friday, October 30 & Saturday, October 31, 2015*

*Second Annual Hollow-eeen Bash*

*(The Hollow: Albany, NY)*

*Sunday, November 1, 2015*

*Day of the Dead Party – “Beer And A Smear”*

*(Shmaltz Brewing Company Taste Room: Clifton Park, NY)*

***Now brewing exclusively in Clifton Park, NY -- Thursday, October 29, 2015 --*** Arise and take possession of a new Halloween treat for craft beer ghouls and goblins roaming the beer isles in search of a *scary good* black IPA. This Halloween season, behold Shmaltz Brewing's latest spellbinding limited-edition release: **DEATH BLACK IPA®**. To celebrate it's national launch, Shmaltz teams up with local favorites Slidin' Dirty and The Hollow as well as a *Day of the Dead* party in the brewery's Tasting Room. Available for the first time on retail shelves as a 4-pack (12 oz. bottles) and on draft at select bars, **DEATH BLACK IPA®** is brewed with 7 malts, 7 hops, and comes in at 7% ABV. **DEATH BLACK IPA®** is now nationally available in 35 states through Shmaltz's extensive distribution network. To find a wholesaler near you, please visit [shmaltzbrewing.com/HEBREW/distributors.html](http://shmaltzbrewing.com/HEBREW/distributors.html)

Begin your Halloween weekend festivities with Shmaltz at Slidin' Dirty's *One Year Anniversary Block Party* (9 First Street Troy, NY) on Friday, October 30, 2015 at 5 pm. **DEATH BLACK IPA®** and other Shmaltz libations will be on hand, Conehead Buddha and

Kimono Dragons will perform live, and Slidin' Dirty's food truck will serve up snacks. Prizes will be given to the best menu inspired costumes, including NFL game tickets, a limousine tour with Shmaltz and Davidson Brothers, and more!

On Friday, October 30 and Saturday, October 31, 2015, the *Second Annual Hollow-een Bash* will take place in downtown Albany at The Hollow (79 Pearl Street Albany, NY). **DEATH BLACK IPA®** will be on tap, and guests are invited to walk the Dead Carpet to show off their Halloween costumes. A "Best Dressed" winner will be awarded a prize package valued at \$2,000. There's no cover to get in and the event begins at 8pm.

Looking for more fun and an excuse to where your Halloween costume on Sunday, November 1, 2015? Then, head over to the Shmaltz Brewing Company's Tasting Room for a Day of the Dead Party: *Beer and A Smear*. Guests are invited to enjoy **DEATH BLACK IPA®**, bagels and a smear cream cheese, horror movies, O'Pablos Mexican Food truck and Death Wish Cold Press coffee. A winner will be chosen for the best Sugar Skull, who'll receive a big heap of He'brew Swag! There's no cover, and the event goes from 1 pm - 5 pm.

Initially released as a commemorative beer (**Death of a Contract Brewer®**) to mark Shmaltz Brewing's transformation from 17 years as a contract brewer to their new life at their very own Upstate New York brewery, **DEATH BLACK IPA®** is the perfect libation for any ghostly autumn occasion. Overflowing with characteristics of coffee, dark chocolate, and fresh citrus with a mix of pine, the jet black IPA's deep roasted malt flavors provide support for a bold mix of bright and bitter West Coast hops. Whether trick-or-treating, apple bobbing, or carving jack-o'-lanterns, don't forget to hit up local craft beer havens to experience what might just become the new favorite bewitched creation, **DEATH BLACK IPA®**. Only available through Halloween, **DEATH BLACK IPA®** features updated packaging design by Shmaltz's award-winning Art Director Matt Polacheck.

### **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 35 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](http://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](http://www.shmaltzbrewing.com)**

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