

For Immediate Release

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**SHMALTZ BREWING COMPANY PROUDLY ANNOUNCES AN ALL NEW,
LOCALS-ONLY BREWING EXPERIMENT:**

(518) BEER SESSIONS

Now brewing exclusively in Clifton Park, NY – Thursday, February 26, 2015 – Shmaltz Brewing Company has come a long way from their humble beginnings as a contract brewer to the opening of their very own brewery in Clifton Park, NY. Along with its new brewing capacity and fermentation tanks have come new additions to the Shmaltz Tribe. Only a few short years ago, you could count the Shmaltz Staff on one hand, and now the tribe has grown to over 30 strong. The new flexibility has allowed Shmaltz to take on singular projects like a *locals-only brew* just for NY's Capital Region. Shmaltz proudly announces today the introduction of the **(518) Beer Sessions** -- a new line of seasonal one-off limited release beers for distribution only within their distributor, Saratoga Eagle's, footprint.

Eagle Lager is the debut beer in the year-long experiment, and it's as local as it gets. Eagle Lager is brewed with locally grown New York State rye and wheat malt as well as New York State grown Cascade hops. The end result is a pale session lager that aims to be enticingly flavorful while balanced and enjoyable for session after session. The (518) series exclusively presents one-time-only recipes available on a limited basis on draft only at select accounts throughout the 518 area code. The following venues will offer Eagle Lager starting March 9, 2015:

99 Restaurant of Clifton Park, 99 Restaurant of Colonie, Ale House Troy, Bacchus, Bombers Burrito Bar of Troy, Buffalo Wild Wings - Clifton Park, Caroline St. Pub, Centre Street Pub, Eddy's Beverage, The Garrison, The Hollow, The Local Tap & Tearoom, Low Beat, Minogue's, Nanola's, Price Chopper, Ryan's Wake, Saratoga City Tavern, Scarboroughs, The Shop, Slidin' Dirty, and World of Beer Albany.

“The first very special and limited release offering in Shmaltz Brewing's new (518) Beer Session series, Eagle Lager is a lovely balanced and flavorful lager designed just for the upstate market,” says **Richie Saunders**, lead brewer at Shmaltz Brewing. “Coming in at 5.18% abv, Eagle Lager will pour a clear, peachy gold with a delicate white head accentuated by New York State wheat malt. A smooth and dry character comes from our house yeast and the lagering process. A hint of malt sweetness from several types of barley play with notes of spice provided by special New York State rye malt brought in just for this project. A floral bouquet with a mild lemon character and fresh grapefruit emerges from a healthy addition of several signature hop varieties as well as locally grown New York State Cascade hops for a truly local drinking experience. Cheers to the (518)!”

Shmaltz founder **Jeremy Cowan** adds, “We are so thrilled to be in Upstate New York that we're celebrating our new hometown with an extremely specialized series recognizing the area's emerging craft beer culture and wonderful local ingredients now available to brewers. There's something really special about releasing limited-edition beers only to our local retailers for metro area residents to enjoy.”

Paul Leone, Executive Director of the New York State Brewers Association, adds, “With 190 breweries and counting in New York State, New Yorkers are thinking more local than ever when it comes to their beer choices, so when Shmaltz brews a beer like 518, it goes to the heart of our Think New York, Drink New York campaign slogan. It's hyper local and plays to the community in which they brew their beer, which is what 'craft' is all about.”

Local craft bars and restaurants were invited to put on their work shirts and brewers boots on Feb. 3, 2015 to help mill in grain and brew the first batch of Eagle Lager at Shmaltz Brewing's 50-barrel brewhouse. Accounts and friends of the media are invited back to the brewery on Friday, Feb. 27, 2015 (2 pm – 4 pm, Shmaltz Tasting Room) for a sneak-peak tasting of the finished product directly off the bright tank! For all media interested in attending, please RSVP directly to jesse@jpcutlermedia.com.

Eagle Lager will first be available to the public at the New York State Brewers Association's Desmond Beer Fest in Albany, NY on March 7, 2015. Help spread the word and support all-things-local by raising a glass of Eagle Lager at the Desmond Beer Fest and at a bar near you. Additional launch events will be announced soon.

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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