

For Immediate Release

Media Contact:
Jesse P. Cutler
JP Cutler Media
(o) 510.338.0881
(e) jesse@jpcutlermedia.com



**SHMALTZ BREWING WINS “2014 INNOVATION AWARD”
FROM THE CHAMBER OF SOUTHERN SARATOGA COUNTY, NY**

Now brewing exclusively in Clifton Park, NY – Tuesday, March 31, 2015 – Shmaltz Brewing Company was awarded the “2014 Innovation Award” from the Chamber of Southern Saratoga County, NY at the Chamber of the Year Annual Awards Dinner (Hall of Springs, Saratoga Springs, March 26, 2015). Nominees included General Electric Power & Water and SEFCU. The Innovation Award recognizes a standout company embodying the chamber’s mission of creating a successful business environment, providing valuable resources and being a vigorous advocate of the local business community. Shmaltz is thrilled to be the recipient of such a distinguished award spotlighting the ingenuity that goes into each hand crafted brew they release within the Capital Region and beyond.

“It was really exciting to be able to present the Innovation Award to the Shmaltz Brewing Company,” said Pete Bardunias, President/CEO of the Chamber of Southern Saratoga County. “Their courageous spirit, hard work and intrepid spirit exemplifies the forward-thinking Capital Region entrepreneur, and we look forward to many years of business leadership from our friends at Shmaltz!”

“What an amazing accomplishment for Craft Beer to be recognized by the mainstream business community for our passion/creativity!” says Jeremy Cowan, Proprietor of Shmaltz Brewing Company. “Shmaltz Brewing is one of thousands of small businesses in the Craft Beer Industry and innovation is our way of life. Our overall share of the beer market is small in comparison to the corporate Goliaths that dominate the industry. It is a meaningful honor to be recognized as an Innovator by the Chamber of Southern Saratoga County. Cheers to the talents of the underdog and all our fellow craft brewers.”

Shmaltz Brewing beers are distributed within the region by Saratoga Eagle Sales & Service, and are available at 100+ Upstate New York bars, restaurants, and off-premise accounts. The brewery also houses a tasting room that’s open from Wednesday - Friday (4 pm - 8 pm), and Saturday & Sunday (12 pm - 6 pm). The company will celebrate its Second Anniversary in the Clifton Park facility on Saturday, June 27, 1 pm – 5 pm with a “Double Feature” Beer Festival featuring the Shmaltz award-winning line up and beers poured by New York State breweries, live music by Indy pop rock duo [Sirsy](#), loads of delicious comfort food, brewery tours, barrel tastings and more. For more information on Shmaltz Brewing, please visit www.shmaltzbrewing.com

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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