

For Immediate Release

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NEW YORK STATE BREWERIES TEAM UP FOR UNPRECEDENTED FUNDRAISING EFFORT BENEFITING THE NEW YORK STATE BREWERS ASSOCIATION!

*10 New York State Breweries Collaborate to Brew Statewide Pale Ale at Shmaltz Brewing Company,
Upwards of \$20,000 to be Donated from Draught Sales*

Statewide Pale Ale Available Starting June 11, 2015 with a Launch Party at Shmaltz Brewing Company

Now brewing exclusively in Clifton Park, NY -- Monday, June 8, 2015 – The craft brewing industry continues to boom with astonishing growth across the country. Regionally, unprecedented brewery collaborations are proving that strength in numbers is a recipe for success. For the first time in the state’s history, New York now has an official state beer (**Statewide Pale Ale**) handcrafted by the hardworking brewmasters of 10 premier NYS breweries, including Shmaltz, Community Beer Works, Empire Brewing, Lake Placid Brewing, Crossroads, CH Evans, Mad Jack Brewing, Browns, Rare Form Brewing and others.

On May 27 at Shmaltz Brewing Company (Clifton Park, NY), brewers united for the special brew day and teamed up to raise funds for the New York State Brewers Association (NYSBA). A projected \$20,000 will be donated from state draught sales from local brewpubs, the breweries’ tasting rooms, and select bars. **Statewide Pale Ale** will be available starting on June 11, 2015.

Statewide Pale Ale is a bright and crisp pale ale brewed with all NYS 2-row malt sponsored by Pioneer Malting, Inc., as well as other American malt favorites, hopped with a burst of warrior, simcoe and mosaic and dry hopped with NYS cascade donated by Country Malt Group.

"What a fun day we all had for this first ever NYSBA fundraiser collaboration," says Jeremy Cowan, Founder of Shmaltz Brewing. "10 NYS breweries hanging out with our brewers and production staff all for a great cause -- more beer! Shmaltz has always loved to work with other breweries and this was such a treat -- and a great success. Beer enthusiasts will be able to enjoy Statewide Pale Ale all across New York from small brewpubs and nanos to regional powerhouses and everyone in between. Brewing more to raise awareness and funds to support the wider growth of the local small businesses -- cheers to that!"

Paul Leone, Executive Director of the New York State Brewers Guild, adds, "Statewide Pale Ale is the first fundraising beer ever made for the NYSBA and we are so happy that Shmaltz took the lead on starting this program. This amazing Pale Ale showcases a unique flavor profile brought together by the collaborative effort of a very talented group of brewers from all over the state. I hope everyone gets a chance to buy a pint of this exceptional beer."

On June 9, over 30 NYSBA members will descend on the state capital for the annual Albany Hill Climb to discuss current issues and policy initiatives with their elected representatives. Following the day-long activities will be a reception at the Legislative Well featuring craft beers from each brewery. **Statewide Pale Ale** debuts at the mini beer fest followed by its official public launch on June 11 between 4pm - 6pm at the Shmaltz Brewing Company Tasting Room at 6 Fairchild Square in Clifton Park.

Please join the celebration of this milestone partnership in New York's brewing history, and toast a **Statewide Pale Ale** at a brewery or bar near you!

About New York State Brewers Association

The New York State Brewers Association (NYSBA) is a 501 (c)6 and was co-founded in 2003 by David Katleski of Empire Brewing Company to serve as a promotional and legislative proponent for New York State breweries, microbreweries, farm breweries, brewpubs and brewing affiliated businesses. The growth of the Craft Beer segment continues to be strong and New York State's share of that growth has exceeded that of breweries on the national level.

Several statistics of note:

- *The number of New York State breweries grew from 95 in 2012 to 207 in 2014.
- *New York State craft beer is currently 3rd in the country with an Economic Impact of \$3.5 Billion dollars.
- *In 2012, New York State was the 6th largest beer producing state behind California, Pennsylvania, Colorado, Ohio and Oregon.
- *New York State craft breweries increased production by 26% from 557,436 in 2011 to 859,536 barrels in 2012.
- *Nationally, the craft beer segment grew by 15% in the same period.

The outlook for breweries in New York State remains strong with more breweries-in-planning than ever, continued barrelage increases and growth in distribution in and out of state. In addition, with tremendous support from Governor Andrew Cuomo and legislators throughout the State, breweries in New York are enjoying great success and are poised to continue making great beer, increase market share, and create more jobs.

In a measure to ensure continued growth, the NYSBA has appointed Paul Leone as its first ever Executive Director as well as a new Board of Directors with revitalized energy and expertise. With this added level of managerial experience, the NYSBA is working diligently to rival other State's associations and guilds and bring self-sustainability, and profitability to an already strong and vital organization.

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. In August of 2013, the Coney Island brand was 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:

shmaltzbrewing.com

thinknydrinkny.com

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