

For Immediate Release

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**HAPPY NEW YEAR!
L'SHANA TOVAH FROM THE SHMALTZ BREWING TRIBE**

Celebrate the Jewish New Year with Your Favorite Shmaltz Offerings

2015 Seasonal & Year-Round Beers, Handcrafted for the New Year
Reunion Ale '15® - A Beer For Hope (w/ Terrapin Beer Co.)
Slingshot American Craft Lager®
Hop Manna IPA®
ORIGIN: Pomegranate Ale®

Now brewing exclusively in Clifton Park, NY – Thursday, September 10, 2015, He'brew 5776! – L'shana tova! Sound the shofar! The evening of Sunday, September 13, 2015 marks the beginning of the Jewish New Year, Rosh Hashanah. Celebrate the sweet New Year with apples and honey, challah, brisket and plenty of HE'BREW Beer®, the only Jewish Celebration Beer available nationally. All of Shmaltz's beers are Kosher certified to the strictest Orthodox standards by Kosher Supervision of America (KSA).

Whether you're hosting a traditional Rosh Hashanah meal, rich with symbolic foods of the season or hoisting a glass to toast the new year, Shmaltz Brewing Co.'s line-up of handcrafted beers will add meaning to your holiday table and a nice, smooth entry to the New Year's celebration. Raise your glass with **Origin Pomegranate Strong Ale®** brewed with the juice of 10,000 luscious pomegranates or feast on **Reunion Ale '15®**, their newest fall release brewed with Belgian yeast, a flurry of fall spices and the symbolic, thick-skinned pumpkin. Manna fed the Hebrews in the desert for 40 years and **He'brew Hop Manna IPA®** will nourish your need for a delicious IPA bearing floral and citrus flavors. **Slingshot American Craft Lager®**, with a bright hop aroma and touches of wheat and rye, is a beer worthy of a king and thoughtfully created to stand up to the big beer Goliaths of the world.

However you celebrate the high holidays, celebrate with the Shmaltz Brewing Company.

Reunion Ale '15® - A Beer For Hope (8% ABV)

Shmaltz Brewing proudly joins Terrapin Beer Company and Alan Shapiro (founder of SBS Imports) to participate in brewing **Reunion Ale '15 - A Beer for Hope®**. Reunion® is brewed annually in memory of Virginia MacLean, a dedicated cancer research supporter who lost her own battle with Multiple Myeloma in 2007 and a dear friend and co-worker of Alan Shapiro and Pete Slosberg's (creator of Pete's Wicked Ale™). As a tribute to Virginia, a portion of the proceeds from **Reunion Ale '15®** is donated to the Institute for Myeloma & Bone Cancer Research (IMBCR) in Virginia's name.

Reunion Ale '15® is a dark Imperial Brown Ale brewed with Pumpkin, Cinnamon, Chocolate, Cocoa Nibs, Ginger, Nutmeg,

Vanilla, and Chili Pepper Extract. Following its initial release in 2007, the Reunion project has raised more than \$130,000 for the IMBCR through bottle and draft sales of Reunion®, retailer fundraising events, and private donations. Beer lovers can also donate money directly through the Reunion website, the Reunion Facebook page, or the IMBCR website.

Slingshot American Craft Lager® (5.3% ABV)

Take hold of Shmaltz's newest addition to its year-round offerings, **Slingshot®** (5.3% ABV, 97 Rating on ratebeer.com), an American Craft Lager purposefully created to stand up to the big beer Goliaths of the world. Boasting a bright, citrusy hop aroma, supported by touches of wheat and rye, **Slingshot®** is guaranteed to strike the craft beer bullseye every time.

Although there are upwards of 3,200 craft breweries within the United States, craft beer sales only make up a total of about 8% of the volume of the national beer market. The overall annual beer market pulls in a staggering \$100 billion, of which craft beer brought in \$14.3 billion. Every year, craft releases increasingly dominate more retail shelves and tap lines. Shmaltz raises a glass to the small production breweries that are making a BIG impact on the beer industry at large. **Slingshot®** is Shmaltz's fermented tribute to the glories of the loveable underdog... Watch your back Big Beer!

Hop Manna IPA® (6.8% ABV, Available in 4-Packs)

A delicious IPA bearing floral and citrus flavors, **Hop Manna IPA®** features six robust hops (Warrior, Cascade, Citra, Amarillo, Crystal, Centennial), it's dry hopped with Centennial, Cascade and Citra hops and is balanced out with five delicious malts (Specialty 2-Row, Wheat, Munich, Vienna, CaraMunich 40). Not a San Diego IPA (enticing as they are) and not trying to re-create the excellent standouts from friends such as Dogfish, Founders, Lagunitas, Three Floyds and so many others, **Hop Manna IPA®** aims to create a unique story of its own.

Hop Manna® is a World Beer Championship Gold Medal Winner, and critics have offered overwhelming praise for its singular profile. *All About Beer's* "Beer Talk" judge Roger Protz notes, "Manna from heaven, indeed! The hop regime is amazing. It has a lush pale bronze color and a hop aroma that is literally stunning." *DRAFT Magazine* adds, "...its malt presence is sublime." *Esquire.com* included **Hop Manna®** as one of "The Best Beers of 2012."

You've tried the rest...now you have four new reasons to pick up a **Hop Manna®** 4-pack and ascend into hop heaven with this 6.8% ABV, 65 IBUs dry hopped sensation.

ORIGIN: Pomegranate Ale® (8% ABV)

A renewal of their original HE'BREW covenant, **ORIGIN: Pomegranate Ale** is brewed with the juice of over 10,000 luscious Pomegranates. **ORIGIN** is a complex, rich and balanced Imperial Amber Ale with a truly unique character. The only Pomegranate Strong Ale in the country, and a luscious standout in Shmaltz Brewing's permanent year-round lineup!

To find a wholesaler in one of the 35 states Shmaltz beers are distributed, visit shmaltzbrewing.com/HEBREW/distributors.html

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. 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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