

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

**Media Contact:**  
Jesse P. Cutler  
JP Cutler Media  
510.338.0881  
[jesse@jpcutlermedia.com](mailto:jesse@jpcutlermedia.com)



***This Ain't Our First Rodeo...Actually, It's Our Second!***

**SHMALTZ BREWS FRESH BATCH OF SHE'BREW BEER  
FOR THEIR SECOND INTERNATIONAL WOMEN'S COLLABORATION BREW DAY**

***Proceeds Benefit The Pink Boots Society and Girls Inc. of the Greater Capital Region***

**Clifton Park, NY -- Thursday, March 17, 2016** -- Shmaltz Brewing Company saddles up for a second year in a row to release its precious and vibrant **SHE'BREW Beer -- Triple IPA®** in celebration of International Women's Collaboration Brew Day (IWCBD; March 8, 2016). For the 2016 batch, the Sisters of Shmaltz came together from literally far and wide -- South Carolina, Rochester, Syracuse, retail, wholesale, journalism, sales and staff -- to cook up their second annual ode to the goddess of hops. After nearly 20 years, this certainly ain't Shmaltz's first rodeo. But for [#IWCBD](#), it's actually their second.

**SHE'BREW Beer®** is no joke with its seductive blend of Calypso, Citra, Crystal and Amarillo hops and shining bright at 11% ABV. **SHE'BREW Beer®** will satisfy your desires for a truly glittering and glorious triple IPA. 2015's **SHE'BREW®** took home the "National Grand Champion" award at the US Beer Tasting Championship. Beer lovers across the country can now enjoy this fine beer on draft and in 22 oz. bottles in the 35 states within Shmaltz's distribution network.

Shmaltz Brewing will donate a portion of proceeds from **SHE'BREW®** sales to the [Pink Boots Society](#) scholarship fund, a global non-profit that aims to advance women in the beer business. Shmaltz will also donate proceeds to [Girls Inc. of the Greater Capital Region](#) (Albany, NY) whose mission is to inspire all girls to be "Strong, Smart and Bold."

"The second SHE'BREW Beer is a giant and luscious Triple IPA that pours bright apricot with a silky white head," says Richie Saunders, the Lead Brewer at Shmaltz Brewing. "SHE'BREW has a distinct and intense tropical fruit and floral aroma. The mouthfeel is medium bodied with juicy notes of pineapple, tangerine, white peach, and ripe orange all coming from nearly four pounds per barrel of Calypso, Citra, Crystal and Amarillo hops. SHE'BREW's bitterness is balanced with slightly sweet, bright notes coming from flaked oats, Maris Otter and Victory malt. At 11% ABV, SHE'BREW hides her strength behind a beautifully balanced, drinkable triple IPA."

"I am so proud to be part of the **SHE'BREW®** cast of characters and participate in International Women's Collaboration Brew Day for a second year in a row" adds Shmaltz Brewing Co. Marketing Director and fellow SHE'BREWER Shelby Schneider. "It has been incredibly rewarding to join the Pink Boot Society and see the SHE'BREW project evolve from an invitation to brew on IWCBD, brewing the beer with an incredible group of women (and a few guys), and launching the beer nationwide and seeing how well it has been received by both women and men."

An impressive cast of characters joined the March 8<sup>th</sup> brew day at Shmaltz, including Dora Phillip (Owner, [The Hollow](#)), Rachel Mabb (Chef, [The Ruck](#)), Ashley Jeffrey-Bouck (Executive Director, [Girls Inc](#)), Deanna Fox (Writer, [Albany Times Union](#)), Megan Costello (Owner, [Finnbar's Pub](#)), Jennie Savage (Brand Manager, [Freedom Beverage](#)), Jacki Hannon (Sales, Global Brewers Guild), Stacey Lynn Juston (Writer, [The Hoppy Spirit](#)), Krystin LaBarge ([Flashback Lounge](#)), Lorna Oppedisano (Editor, [Syracuse Woman Magazine](#)), Sarah Chapman (Chef, [Prison City Brewing](#)), Dawn Schultz (Owner, [Prison City Brewing](#)), Jen Allen (Marketing, [Saratoga Eagle](#)), and Shmaltz Brewing staff Shelby Schneider (Marketing), Courtney Pici (Sales), Chris "Duffy" Dufrain (Brewer), Richie Saunders (Lead Brewer), Drew Shmidt (Brewer), Jeremy Cowan (Founder), Umang Sharma (Quality Control Manager) and Heidi Benjamin (Photo Credit).

"After 19 years in business, we finally found the perfect reason to create SHE'BREW," comments Shmaltz Brewing Co. Founder, Jeremy Cowan. "IWCBD provided a great opportunity to brew a truly special beer, which will benefit two fantastic organizations. We were proud to join women brewers from around the world on IWCBD and are sure to make IWCBD an annual event."

Shmaltz celebrates the nationwide launch of **SHE'BREW Beer -- Triple IPA®** this Sunday, March 20 (2 pm - 6 pm) in their Tasting Room in Clifton Park, NY (6 Fairchild Square). Party with the women of **SHE'BREW®**, nosh on culinary comfort foods by the amazing Chef Rachel Mabb of The Ruck and Next Level Gastropub of Troy, NY. The event wouldn't be complete without live music and Shmaltz is bringing in the women of UBUNTU to jam out for an acoustic country bluegrass set. Tickets are available for purchase at [shebrew.eventbrite.com](http://shebrew.eventbrite.com) and also at the door for \$30.

### **About Shmaltz Brewing Company**

Founder and owner Jeremy Cowan established Shmaltz Brewing in San Francisco in 1996. The first 100 cases of He'brew Beer® were hand-bottled and delivered throughout the Bay Area from the back of his Grandmother's Volvo. Shmaltz Brewing now sells He'brew Beer across 35 states, through 40 wholesalers and in nearly 5,000 retailers.

After 17 years of being an outspoken cheerleader for contract brewing, Cowan and staff opened their own New York State production brewery in 2013 in Clifton Park, 10 minutes north of Albany. Shmaltz's home boasts a 50-barrel brewhouse with 30,000 barrels of annual capacity and packages a diverse and tasty variety of core and seasonal favorites in 12 and 22-ounce bottles and kegs. The Shmaltz Tasting Room is open five days a week (Wed-Sun) and offers tours, barrel-aged previews, beer-to-go, and special releases.

[RateBeer.com](http://RateBeer.com) ranked Shmaltz as one of the "Top 100 Brewers in the World" in 2013, and the brewery brought home 9 gold and 5 silver medals from the World Beer Championships in the past several years.

**For more information, please visit:  
[www.shmaltzbrewing.com](http://www.shmaltzbrewing.com)**

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