

For Immediate Release



**SHMALTZ BREWING TO PRESENT CHECK TO
GIRLS INC. OF THE GREATER CAPITAL REGION
FROM PROCEEDS OF SALES OF SHE'BREW BEER -- TRIPLE IPA®**

*Shmaltz's SHE'BREW Beer Raises Funds in Celebration of International Women's Brew Day,
Benefitting Girls Inc. of the Greater Capital Region and The Pink Boots Society*

Clifton Park, NY -- Thursday, October 13, 2016 -- Shmaltz Brewing Company will present a \$1,188 check to [Girls Inc. of the Greater Capital Region](#) (Albany, NY) on Friday, October 14, 2016 at 4 pm at Shmaltz Brewery (6 Fairfield Square in Clifton Park, NY). The donation resulted from the sales of Shmaltz's special spring seasonal, **SHE'BREW Beer -- Triple IPA®**, which was brewed in celebration of International Women's Collaboration Brew Day (March 8, 2016). An additional \$1,188 check will also go to the [Pink Boots Society](#) scholarship fund, a global non-profit that aims to advance women in the beer business.

Ashley Jeffrey Bouck, Executive Director of Girls Inc. of the Greater Capital Region, will accept the check from Shmaltz founder Jeremy Cowan. Interviews and photo opportunities are available onsite at the brewery starting at 3:45 pm.

For the second batch of **SHE BREW Beer -- Triple IPA®**, the Sisters of Shmaltz came together from literally far and wide -- South Carolina, Rochester, Syracuse, retail, wholesale, journalism, sales and staff -- to cook up the second annual ode to the goddess of hops. After 20 years of brewing, this certainly ain't Shmaltz's first rodeo. But for [#IW CBD](#), 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.

"After 19 years in business, we finally found the perfect reason to create SHE BREW in 2015," comments Shmaltz Brewing Co. Founder, Jeremy Cowan. "IWCBD provided a great opportunity to brew a truly exceptional 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."

An impressive cast of characters joined the March 8th 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 Hopy 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 Courtney Pici (Sales), Chris "Duffy" Dufraim (Brewer), Richie Saunders (Head Brewer), Drew Shmidt (Brewer), Jeremy Cowan (Founder), Umang Sharma (Quality Control Manager) and Heidi Benjamin (Photo Credit).

In spring 2017, the third installment of **SHE BREW Beer -- Triple IPA**® will be nationally available in 35 states through Shmaltz's extensive distribution network. To find a wholesaler near you, please visit <http://shmaltzbrewing.com/distributors>

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 ranked Shmaltz as one of the "Top 100 Brewers in the World" in 2013, and the brewery brought home 10 gold and 6 silver medals from the World Beer Championships in the past several years.

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For more information, please visit:
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