



**SHMALTZ BREWING CELEBRATES 20TH ANNIVERSARY AT GREAT AMERICAN
BEER FESTIVAL
WITH LIMITED EDITION RELEASE OF BARREL AGED TART BARLEYWINE
GENESIS 20:20**

*Class of '96 Reunion Party
Featuring Shmaltz, Bear Republic, and Coronado
Friday, October 7, 2016
Falling Rock Tap House
1919 Blake St, Denver, CO
Time: 11 pm*

*Shmaltz Pours Four Gold Medal Winning Beers (World Beer Championships)
At Great American Beer Festival (Booth B19)*

*Along with 10 Celebrated Breweries,
Shmaltz Showcases Slingshot American Craft Lager and Hop Manna
At "Offensively Delicious" Comedy Show (October 5)*

Clifton Park, NY -- Monday, October 3, 2016 -- Shmaltz Brewing Company celebrates its 20th Anniversary at Great American Beer Festival (Denver, CO: Oct. 6-8) with the national release of the brewery's barrel aged tart barleywine **Genesis 20:20**® (16.7% ABV). Shmaltz's limited-edition **Genesis 20:20**® and an early preview of **Chanukah, Hanukkah -- Pass The Beer**® will be exclusively available at the 20th Anniversary GABF throw down **Class of '96 Reunion Party** at Falling Rock Tap House on Friday, October 7 (11pm). The **Class of '96 Reunion Party** features three celebrated breweries for one unforgettable GABF Bash: Shmaltz Brewing, Bear Republic Brewing, and Coronado Brewing. Please RSVP by Thursday, October 6 directly to press@jpcutlermedia.com

At Denver's premier craft beer bar Falling Rock (Oct. 7), Shmaltz pours their mega-ABV anniversary ale **Genesis 20:20**® and a Golden Strong Ale brewed with Cocoa Nibs, **Chanukah, Hanukkah -- Pass The Beer**® (8 Malts, 8 Hops, 8% ABV). Bear Republic brings **Tartare Apricot** (4% ABV), a blend of Tartare and Tartare Rouge wild ales refermented in oak barrels with organic dried apricots and yellow peaches. Bear Republic also pours their pale and hoppy IPA, **Hop Shovel** (7.5% ABV). Coronado features a **20th Anniversary Imperial IPA**(10% ABV), as well as **Punk'in Drublic** (8% ABV) -- an imperial pumpkin ale brewed with brown sugar, honey, cinnamon, nutmeg, allspice and plenty of would-be-jack-o-lanterns.

Shmaltz pours a selection of award-winning beers at Great American Beer Festival at Booth B19. Attendees will have access to unlimited tastings of four Gold Medal winning beers at World Beer Championships: **Funky Jewbelation 2016**® (9.4% ABV, 94 Rating -- RateBeer), **Bittersweet Lenny's R.I.P.A.**® (10% ABV, 99 World Class -- Beer Advocate), **Hop Manna IPA**® (6.8% ABV, 94 Rating -- RateBeer), and **Slingshot American Craft Lager**® (5.3% ABV, 97 Rating -- RateBeer).

Now in its 3rd year, the craft beer comedy show **Offensively Delicious** hosts two national comedians Beth Stelling and Matt Braunger with 10 acclaimed breweries onsite at The McNichols Civic Center Building (144 W. Colfax Ave, Denver) on Wednesday, October 5 (8pm). Shmaltz features **Slingshot American Craft Lager**® and **Hop Manna**® alongside beers by Brooklyn Brewery, Fort Collins Brewery, New Holland, and others.

Come hoist a pint with Shmaltz founder Jeremy Cowan and his brewery staff as they celebrate their 20th Anniversary at GABF!

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:

shmaltzbrewing.com

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