

For Immediate Release

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**SHMALTZ BREWING COMPANY RELEASES ALL-IPA 3-WAY VARIETY PACK:
MANNage À TROIS**

*This 3-Way will rock your night—without making you feel awkward the next morning.
Hop Momma, Hop MANNA, and Hop Mania -- three unforgettable IPAs in one box!*

Clifton Park, NY -- Tuesday, March 15, 2016 -- Shmaltz Brewing Company gave craft beer fans a little sneak peek of their latest variety pack at SF Beer Week, NYC Beer week and Saratoga Beer week. The Upstate New York brewery is now ready for the nationwide release of **MANNage à trois®**. Joining the brewery's beloved every day IPA and Gold medal winner at the World Beer Championships, Hop MANNA®, are two new Shmaltz IPAs for 2016, Hop Momma® and Hop Mania®. Starting in March 2016, all three beers will be nationally available in one sexy 12-pack: **MANNage à trois®** -- a 3-way of hop heaven in a box.

"We took the perfect IPA recipe for Hop MANNA and really wanted to experiment with the same base hops and malts to create two beers with new characters and a way to reinvent the experience for IPA drinkers," says Richie Saunders, head brewer at Shmaltz Brewing. "I love the versatility of the hops in Hop MANNA. Adding Amarillo and Citra later in the boil really boosts the peach and apricot flavors for Hop Momma Imperial IPA. Increasing the Centennial in the dry-hop for Hop Mania makes that beer more of an old school style IPA. It's super bright and tasty."

Twelve beers -- three distinct IPAs -- no one gets left out. The **MANNage à trois** variety pack beers are:

Hop Momma® (5.8% ABV): A session-ish IPA brewed with peach, apricot and Habanero peppers. Fruity hops accentuate the added flavors, making this Momma fresh and juicy with a subtle pepper kick.

"We used a tremendous amount of peach and apricot puree to create a session-ish IPA with smooth hop character, a subtle pepper bite and a face-full of juicy fruits!" says Lead Brewer Richie Saunders. "We wanted to have a seductively playful take on our traditional Hop Mania IPA by lowering the ABV to 5.8% and pulling back the more sticky and earthy hops while simultaneously cranking up the sweet fruity hops to mix with real fruit added, which provide the icing on the cake with a nice mild habanero garnish on the back of the palate."

Hop MANNA® (65 IBUs, 6.8% ABV): Dry-hopped with Centennial, Cascade and Citra for a fruity aroma with lively floral and citrus flavors. Shmaltz's first-ever single IPA, Hop MANNA® offers session after session of hop nourishment from the Shmaltz Tribe to yours. Hop MANNA® is now available in new 4-packs, in addition to 22-ounce bottles, draft, and nestled inside the **MANNage à trois®** variety pack.

Hop Mania Imperial IPA® (7.8% ABV): An Imperial IPA that's dry-hopped with *more* Centennial, Cascade and Citra hops. Adding manic amounts of hops and playing up the malts throughout the brewing process gives Hop Mania Imperial IPA® a

complex character and heady aroma. While the 7.8% ABV gives this beer strength, the mouth feel is deceptively smooth. Hopheads rejoice -- MANNA has gone Mania!

Customers provided the inspiration for Shmaltz's newest variety pack by inadvertently asking for the popular Hop MANNA IPA® by the wrong names.

"We've heard Hop Mantra, Hop Mañana, Hop Monster...but, by far, the two most popular misnomers have been Hop Mania and Hop Momma," says Jeremy Cowan, Founder of Shmaltz Brewing. "After a few years of correcting newcomers and even some experienced fans, we figured we'd just give the people what they thought they wanted. For us, what a perfect excuse for a little spring IPA creative action."

MANNage à trois® rolls out this month to all 35 states within Shmaltz's distribution network. The variety pack joins the brewery's recently released Shtick in a Box 12-pack, which contains four styles of Shmaltz's best-selling brews. Stay tuned for the Hops & He'brew variety 12-pack, which launches in April 2016.

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 9 gold and 5 silver medals from the World Beer Championships in the past several years.

**For more information, please visit:
www.shmaltzbrewing.com**

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