

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

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**CRAFT BEER SMALLER THAN EVER IN NEW YORK CITY!**

**CONEY ISLAND BREWING COMPANY UNVEILS  
"THE WORLD'S SMALLEST BREWERY"**

*Official "Smallest Ribbon Cutting Ceremony"*

*Wednesday, August 10, 2011*

*Coney Island Brewing Company*

*3008 W. 12<sup>th</sup> Street, Brooklyn, NY 11224*

*Time: 5:30 pm*

**New York, NY - Tuesday, July 26, 2011** - Shmaltz Brewing Company, ringleaders of Coney Island Craft Lagers® and HE'BREW - The Chosen Beer®, heralds the opening of Coney Island Brewing Company - the World's Smallest Brewery - with the World's Smallest Ribbon Cutting Ceremony on Wednesday, August 10, 2011 at 5:30 pm. Please join the cast of Shmaltz Brewing for a raucous celebration featuring one-of-a-kind beers, sideshow freaks, live music, and luminaries from Brooklyn and the Coney Island community. A VIP press-only beer tasting will be held onsite from 6 pm - 7 pm. Shmaltz Brewing proprietor Jeremy Cowan is available for interviews. Additional details will follow announcing the final line-up of public speakers and live entertainment appearing at the event.

Fully-licensed as of June 24, 2011, Coney Island Brewing Company is officially the smallest commercial brewery in the world with a production capacity yielding approximately one gallon of beer per batch. Along with special guest brewers, the CIBC brewing staff will craft three original beers each week to be bottled and sold at the brewery in collectible Coney Island Brewing Company packaging. All recipes brewed at CIBC are exclusive releases inspired by the local artistic and gastronomical landscape. Recent batches include a Pumpernickel Bagel Porter; a Red, White, and Blueberry Hefeweizen; and a Caramel Apple Ale. Shmaltz Brewing's Coney Island Craft Lagers® and HE'BREW Beers® are also for sale at the brewery, and a limited amount of beer sampling will be available on premise.

Amid the controversy, chaos, and uncertainty surrounding the future of Coney Island, Shmaltz Brewing Company is proud to both honor the history and to participate in the ongoing evolution of America's Playground. A recipient of the Brooklyn Chamber of Commerce's "Distinguished Business Award" and recently named "Best American Craft Brewer (2010)" by *Beverage World Magazine*, Shmaltz continues its ambitious efforts to bottle Coney Island's unique culture and ferment excitement for the neighborhood's regeneration through the opening of Coney Island Brewing Company.

Coney Island Brewing Company's storefront was made possible by a fellowship from Coney Island USA as part of their small business incubator program, which runs through 2011 and up until December 2012. Although the "World's Smallest Brewery" will remain in operation as a permanent wonder and curiosity in Coney Island for many years to come, Shmaltz Brewing is looking forward to future expansion plans for the brewery to a larger location in the summer of 2013.

Coney Island Brewing Company will be open for business during the summer through Labor Day Weekend and likely until Halloween, and the hours of operation are: Thursday - Sunday, 12 pm - 6 pm. The brewery is located at 3008 W. 12th Street, Brooklyn, NY 11224, directly adjacent to the Coney Island Circus Sideshow and Museum.

### **About Shmaltz Brewing Company**

Shmaltz Brewing Company was recently named "Best American Craft Brewer" and won the "Best In Show 2010" title by *Beverage World Magazine*, after being named "Breakout Brand" for 2009. Shmaltz was also included in the "Top 50 Fastest Growing Bay Area Companies" by *San Francisco Business Times*, and is a recipient of the "Distinguished Business Award" by the Brooklyn Chamber of Commerce.

Established in San Francisco in 1996 with the first batch of 100 cases of HE'BREW Beer® bottled, labeled, and delivered by hand, Shmaltz has sold more than ten million bottles of beer to date. Along with their acclaimed line of HE'BREW Beers®, Shmaltz introduced its new line of sideshow-inspired Coney Island Craft Lagers®. Proceeds help Coney Island USA, a 501(c)(3) Non-Profit fulfill its mission to defend the honor of lost forms of American popular culture in Brooklyn's historic Coney Island neighborhood.

Shmaltz offerings are available in more than 25 states through 30 wholesalers at more than 3,000 retail specialty shops across the U.S., including Beverages & More, Whole Foods, Total Wine, select Krogers and Cost Plus.

Shmaltz Brewing beers have appeared in such distinguished media outlets as *The New York Times*, *CNN Headline News*, *The Onion*, *Beer Advocate Magazine*, *Celebrator Beer News*, *Ale Street News*, *NPR's "Weekend Edition," New York Magazine*, *Newsweek*, *Men's Health*, *BUST*, *Playboy*, *Associated Press*, *Reuters*, *MSNBC*, *San Francisco Magazine*, *The Jerusalem Report*, *New York Jewish Week*, *Washington Post*, *MAXIM*, *Forbes.com*, *Smartmoney.com*, *Entrepreneur.com* and *Epicurious.com*.

For more information, please visit:

**[coneyislandbrewingcompany.blogspot.com](http://coneyislandbrewingcompany.blogspot.com)**  
**[www.shmaltzbrewing.com](http://www.shmaltzbrewing.com)**

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