

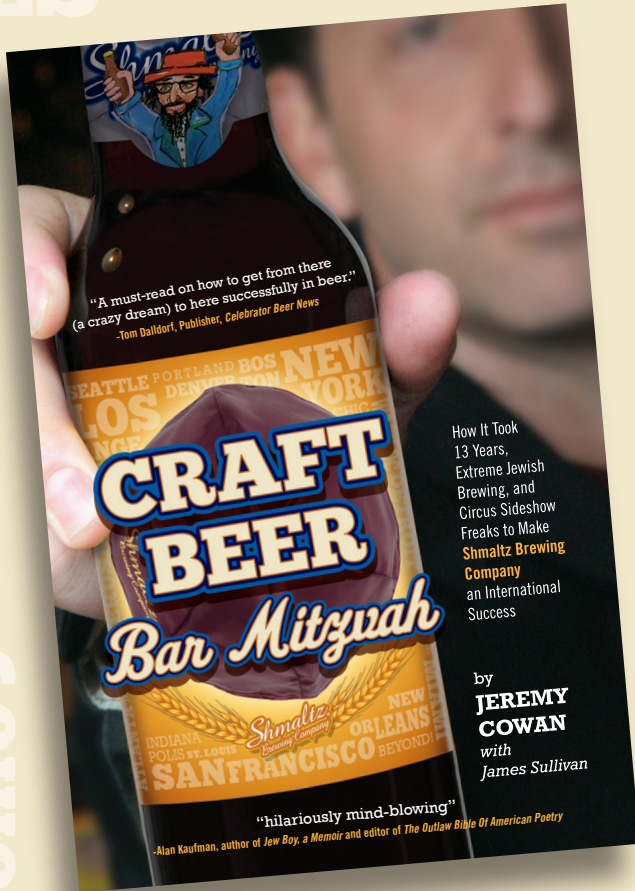
CRAFT BEER *Bar Mitzvah*

A Small Business Memoir

by **Jeremy Cowan**

Proprietor, Shmaltz Brewing Company

with James Sullivan



How it took 13 years, Extreme Jewish Brewing, and Circus Sideshow Freaks to make Shmaltz Brewing Company an International Success

Shmaltz Brewing Company was awarded the gold medal as “Best American Craft Beer” and the overall “Best in Show” by *Beverage World Magazine*, 2010. Established by Jeremy Cowan 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 over eight million bottles of beer to date. Along with the acclaimed line of He’brew Beers®, Shmaltz introduced its sideshow-inspired Coney Island Craft Lagers® in 2007. Shmaltz Brewing beers have appeared in such distinguished media outlets as *The New York Times*, *CNN*, *Beer Advocate Magazine*, NPR’s “Weekend Edition,” and *The Onion*.

“Craft Beer Bar Mitzvah mixes comedic, self-deprecating anecdotes with general acts of badassery -- which pretty much sums up the brands [Cowan] has created.”

Jeff Cioletti, Editor-in-Chief, *Beverage World Magazine*

“This man knows how to build a brand from scratch and reading his story is a fascinating, can’t-put-the-book-down tale. Just don’t read it from right to left.”

-Pete Slosberg, founder of Pete’s Wicked Ale

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James Sullivan is the author of three books, including *Seven Dirty Words: The Life and Crimes of George Carlin* and *The Hardest Working Man: How James Brown Saved the Soul of America*. He is a regular contributor to the *Boston Globe* and a former staff writer for the *San Francisco Chronicle*.



For information on the book visit: craftbeerbarmitzvah.com

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