

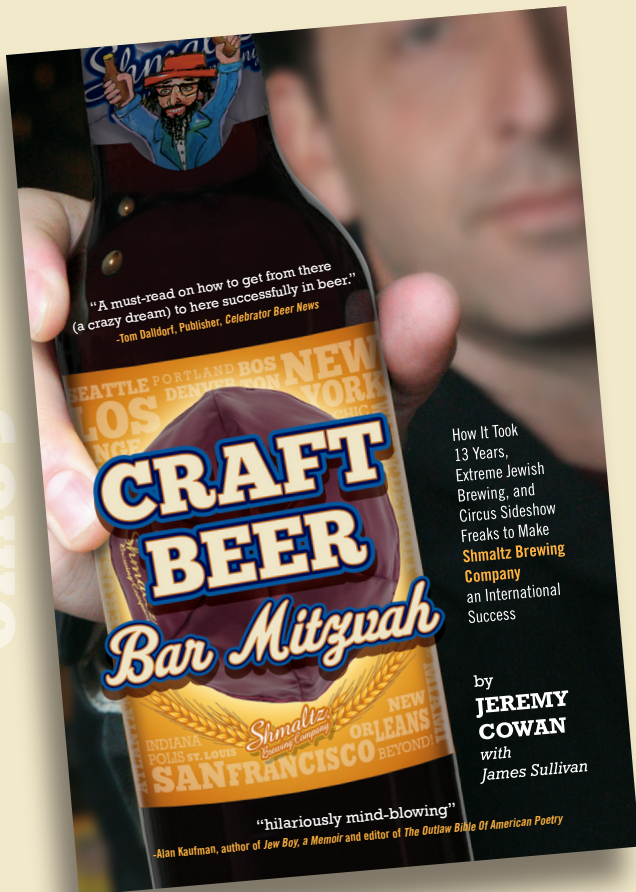
# BOOK SIGNING

## with JEREMY COWAN

Proprietor, Shmaltz Brewing Company and Author of

# CRAFT BEER *Bar Mitzvah*

A Small Business Memoir



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*

**DATE:**

**TIME:**

Written with James Sullivan, 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*.

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