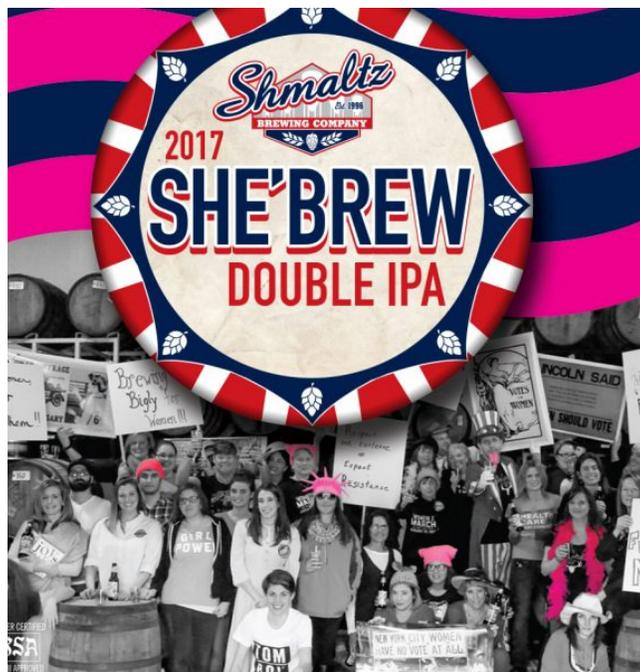




BEER RELEASE | KATE PATTENAUDE

# Shmaltz Brewing Breast Cancer Awareness Events



OCTOBER 10, 2017

October is **Breast Cancer Awareness Month**, an annual campaign to increase awareness of the disease by the **National Breast Cancer Foundation**. Alongside national charity organizations, Shmaltz Brewing Company proudly helps bring attention to the importance of continued research into the cause, prevention, treatment and cure of breast cancer. Partnering with standout non-profits **Planned Parenthood** and **Pink Boots Society**, Shmaltz donates proceeds from the sales of the new nationally released 2nd batch of **SHE'BREW Beer® Double IPA** (9% ABV). **SHE'BREW Beer®** is now available in 4-packs (12 oz. bottles) and on draft in 35 states across the country.

Brewed with a fresh hop bill of Warrior, Ekuantot, Citra, and Dr. Rudi by Head Brewer Richie Saunders, brewing supervisor Chris “Duffy” Dufrain, and brewer Annalisa Ellis, the fall release of **SHE'BREW Beer®** follows the spring 2017 batch that nationally sold-out in stores and bars within Shmaltz’s expansive distribution network. Shmaltz had no excuses not to brew this fine Double IPA again for a great cause after the March 2017 brewing in celebration of International Women’s Collaboration Brew Day.

As Shmaltz turns 21 this Chanukah season — the historical age at which citizens were granted the right to vote before it changed to 18 (circ. 1946) — the Upstate New York brewery commemorated the 100th Anniversary for women’s suffrage in New York State with the spring 2017 batch of **SHE'BREW Beer®**. The sisters of Shmaltz came from far and wide to brew a juicy, complex Double IPA. Coinciding with this week’s national release of **SHE'BREW Beer®**, Shmaltz hosts a month-long promotion in South Florida at two bars Packy’s Sports Grill (11379 W Palmetto Park Road) and The Duck Tavern (5901 N Federal Hwy) who will compete to see who can raise the most funds to be donated to a local beneficiary. Shmaltz also presents a fundraising comedy showcase in Chicago during Breast Cancer Awareness Month.

**The Story Behind SHE'BREW Beer® 2017 (First Batch)** It was just a brief 100 years ago when

women garnered the right to vote in Shmaltz's home state of New York. In a political climate like today, where pink pussyhats are a common accessory for the modern woman, we must not forget that strong female voices weren't always accepted. In 1917, women of all New York counties marched, picketed, and protested to have their voices heard. Courageous women from across the country picketed the White House and went door to door for over a year collecting signatures of women who demanded the right to vote. These women had chutzpah! Voting rights, and easy and affordable access to women's health services must stay a proud American tradition.

Having the right to vote, women's health, and all human rights is as American as apple pie. Shmaltz will donate a portion of proceeds from **SHE'BREW Beer®** sales to Planned Parenthood and the Pink Boots Society scholarship fund, a global non-profit that aims to advance women in the beer business.

The official photoshoot for **SHE'BREW Beer®** new label commenced, appropriately, the day after President's Day at Shmaltz Brewing on Tuesday, February 21. The Shmaltz staff was joined by multiple women from Planned Parenthood Mohawk Hudson, including Director of Communications Emma Corbett and Public Affairs Director Beth LeGere, Jacki Hannon and Laura Burghdurg from Eagle Beverage, Stephanie Martini from Mohawk Taproom, Heidi Knoblauch from The Plumb Bar, Brooke Taney from Slidin' Dirty, Janis Benincasa from SUNY New Paltz Benjamin Center, Stacy Manna from Saratoga Eagle, Patti Wilcox from Awestruck Cider, and Rachel Mabb from The Ruck in Troy.

Hoist this double IPA, an authentic American invention, and honor the strong women in our lives. Cheers to 100 years and beyond!

#### CONTACT INFO

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