

Shmaltz Brewing Company

Shmaltz Brewing Company, handcrafters of award winning New York State beers!

Shmaltz Brewing started in northern California in 1996. Their first He'brew creation, Genesis Ale, came in 22s, hand bottled, hand labeled and delivered out of the grandmothers' Volvo. Founded as "a Jewish celebration craft beer" by proprietor Jeremy Cowan, HE'BREW Beer has incorporated quality, community, and shtick since their conception.

Fast forward to 2015 and Shmaltz is distributed in over 37 states and produces upwards of 30,000 barrels annually – almost of third of which is He'Brew – Shmaltz's most popular brand (which includes Hop Manna, She'Brew, Messiah Nut Brown Ale, Genesis Ale, Bittersweet Lenny's R.I.P.A., St. Lenny's, Slingshot, Wishbone, and more)