

Hadassah

magazine



First Draft

Something is brewing this holiday season. Shmaltz Brewing Company's second He'Brew sacred fruit creation is the limited-edition, fig-infused Rejewvenator. Made from 500 gallons of fig juice fermented into a half-doppelbach, half-Belgian lager/ale, these suds are a heady way to mark Sukkot—beginning this year on October 13th—when Jews traditionally consume the seven species of Israel, including figs.

Already makers of a pomegranate ale, Genesis, Shmaltz “plans to roll through the rest of the seven species in the coming years,” says company owner Jeremy Cowan. But Rejewvenator will also be back; Shmaltz (www.shmaltz.com) will release it seasonally, starting in the spring just after the barley harvest and extending to the High Holidays in the fall.

Also on tap in 2008 are Messiah Bold, the fifth annual Hanukka release of Jewbelation 12 and the inaugural line of Coney Island Craft Lagers with varieties such as Sword Swallower, Albino Python and Freaktoberfest. —L.B.