

\*\*\*For Immediate Release\*\*\*

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**HE'BREW BEER CELEBRATES 10 YEARS OF DELICIOUS BEER AND  
DELICIOUS SHTICK**

*10<sup>th</sup> Anniversary Celebrated With Special Release of  
Three New "Chosen" Beers*

***Conceived in San Francisco; Brewed in New York - July 1, 2006*** -- Shmaltz Brewing Company celebrates 10 years of delicious beer and delicious shtick with the special release of three limited-edition "extreme" beers throughout 2006, beginning in July with **Genesis 10:10** and **Bittersweet Lenny's R.I.P.A** (a tribute beer to the late Jewish comedian Lenny Bruce), and culminating with the release of **Monumental Jewbelation** in October. All beers are 10% alcohol, and available in 22 oz bottles and a very limited amount of draft for select bars.

In the beginning, God said, "Let there be light." For Shmaltz Brewing Company CEO Jeremy Cowan, his founding words were "Let there be beer." What started out as a high school joke has become an interdenominational phenomena known for its quality, community and shtick. With over two million bottles sold, HE'BREW has become a thriving brand, now available in over 22 states at more than 1,000 retail and specialty shops across the U.S..

The 2006 special releases are as follows:

**Genesis 10:10**

A radical evolution of the company's top selling Genesis Ale, **Genesis 10:10** offers a huge balance of specialty malts, pounds and pounds of American hops, and is brewed with the juice of over 10,000 luscious Pomegranates. In Jewish tradition, pomegranates symbolize righteousness, appearing throughout the Torah as well as in many world cultures.

## **Bittersweet Lenny's R.I.P.A.**

Shmaltz Brewing Company commemorates the 40<sup>th</sup> anniversary of the death of prophetic Jewish comedian Lenny Bruce with the release of **Bittersweet Lenny's R.I.P.A.** In keeping with Lenny Bruce's comedic style, this rye-based double IPA is brewed with an obscene amount of malts and hops with shocking flavors, far beyond contemporary community standards. **Bittersweet Lenny's R.I.P.A.** is the first offering in a new line called "The Shmaltz Tribute to Jewish Stars."

## **Monumental Jewbelation**

Hitting stores early October, the limited release of **Monumental Jewbelation** continues in its third year in production. Given a "5 Star" rating by *Celebrator Beer News*, brewed with ten malts, ten hops, and soaring to 10% alcohol, **Jewbelation** is the most extreme Chanukah beer ever created.

"It's miraculous how far and wide HE'BREW has spread in the past 10 years," said Jeremy Cowan, CEO, Shmaltz Brewing Company. "My vision to create truly special offerings for anyone who would love the highest quality craft beers with a unique HE'BREW sensibility has expanded far beyond the bar mitzvah circuit to convert beer lovers everywhere – whether Jew or Gentile – to The Chosen Beers."

## **About Shmaltz Brewing Company**

Shmaltz Brewing Company was established in 1996 by Jeremy Cowan. With over two million bottles sold to date, the company's HE'BREW BEER has become a pop cultural phenomenon appearing in *Friends*, the motion picture *Garden State*, *The Today Show*, *Bravo*, *NPR "Weekend Edition,"* *The New York Times*, *Newsweek*, *The Onion* and *MS/NBC*. The brand was named "Best In Show" by the *Pacific Brew News*, "Best in Style" by the Toronto International Beer Festival, "Genuinely Delicious" by the *Jerusalem Report*, and received a "4 Bunny Rating" (Highest Rating) from *Playboy.com*. HE'BREW Beer is often touted by both critics and consumers alike as the Best Jewish Beer in America. *L'Chaim!*

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