

IF IT'S NOT IN HERE, IT'S NOT HAPPENING

the blueprint

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HE'BREW BEER CELEBRATES 10 YEARS OF KOSHER ALE

BY AIMEE ZELIZER

This year HE'BREW Beer will be celebrating its 10-year anniversary of brewing specialty beer and delicious shtick. Founder of Shmaltz Brewing Company, Jeremy Cowan explained that he and his friends in high school in San Francisco would joke about making a beer just for Jewish people. Ten years ago, Hanukkah 1996, they brewed 100 cases of beer for their family and friends. It was a high quality product with lots of pomegranate juice hand-squeezed by Cowan. They've come a long way from that first batch of 100 cases and are now brewing about 30,000 cases.

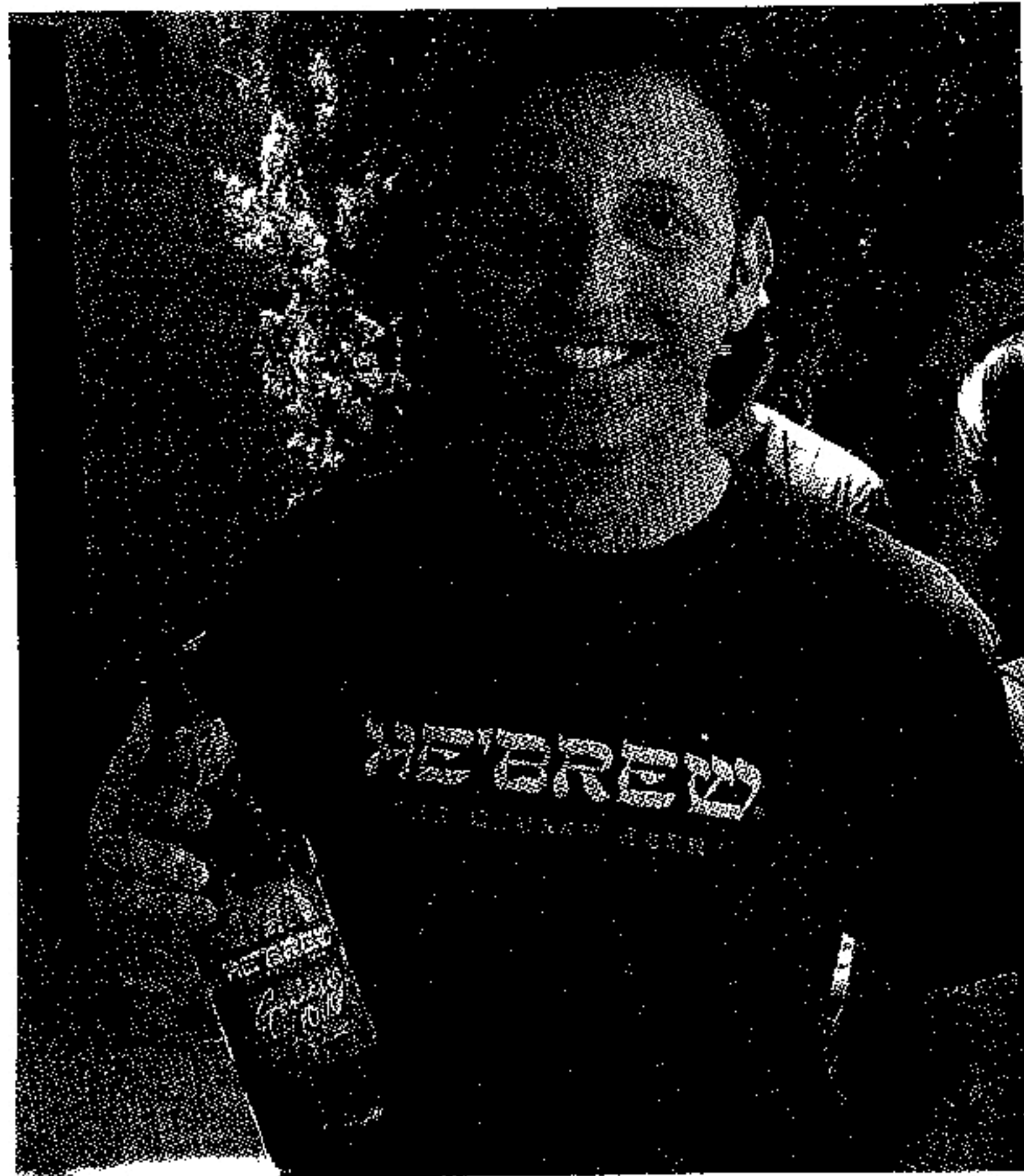
They've sold well over 2 million bottles, and HE'BREW beer is now a thriving brand, available in 22 states at more than 1,000 retail and specialty shops across the U.S.

Shmaltz Brewing Company is celebrating its 10th anniversary with three specialty beers for the occasion. The first is called Genesis 10-10, a top-selling ale micro-brew with specialty malts, pounds and pounds of American hops, and the juice of over 10,000 luscious pomegranates. In Jewish tradition, pomegranates symbolize righteousness. The use of pomegranate is a revisit to the original beer that helped launch the company.

The second beer is called Bittersweet Lenny's R.I.P.A. It's a permanent beer in their collection, made to honor and remember comedian Lenny Bruce, an iconic, interesting character of Jewish culture. The beer stretches all bounds with its rye-based double I.P.A. (India pale ale) and 20% malt content, 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." This very unusual double I.P.A. is a reason to celebrate.

The third featured beer is the anniversary beer called Monumental Jewbellation. This Hanukkah beer has 10 different malts, 10 different hops, and is boiled for 100 minutes at boiling point and has 10% alcohol. It received a five-star rating by *Celebrator Beer News* and is in limited production.

Cowan is going coast to coast to get his beer out in time for the 10-year anniversary with a Christmas vs. Hanukkah theme. HE'BREW beer is sponsoring events at local pubs to highlight its imaginative and unique brews. Cowan will be in Manhattan at Collins Bar, midtown, on December 13 and at Arcade in Williamsburg, Brooklyn, on December 14. Besides great taste, you just might feel extra Jewish drinking this beer—note the Torah and other Jewish facts and figures on the labels. HE'BREW beer is also available at Whole Food Supermarket, Fairway, and select local bars and pubs.



Visit www.Shmaltz.com for more details.