



2009 IN REVIEW

SHMALTZ BREWING COMPANY

MEDIA & INDUSTRY MONTHLY HIGHLIGHTS



BELIEVE THE HYPE: "SHMALTZ MAKES SOME FASCINATING BEER!"

Greetings Friends!

Shmaltz Brewing Company, handcrafters of HE'BREW- The Chosen Beer and the new Coney Island Craft Lagers®, had quite an exciting year in 2009 with the special release of several new delicious beers and countless outrageous regional events. Shmaltz is proud to have garnered tons of critical press accolades from beer critics and national media giants. It is with great pleasure to recap to our family of wholesalers, retailers, and bar owners all of the successes Shmaltz achieved in 2009!

To download the April 2010 Media & Industry announcement, please visit:
<http://www.shmaltz.com/HebrewMedia>

SHMALTZ HIGHLIGHTS IN BUSINESS MAGAZINES IN 2009!



While the down economy in 2009 had an enormous effect on many industries, sales were up at Shmaltz Brewing. The craft beer industry in general grew by 7 percent in a year of decreased beer sales for the big beer titans. Shmaltz was at the forefront of several financial stories from distinguished outlets including *CNN.com*, *Forbes.com*, *Entrepreneur.com*, and *SmartMoney.com*. Shmaltz was named one of the "Top 20 Fastest Growing Bay Area Companies" by *San Francisco Business Times*, and we were acknowledged by *Beverage World Magazine* as a "2009 Breakout Brand." With the release of Jewbelation Bar Mitzvah, our 13th Chosen Beer in 13 years of Shmaltz, *Maxim.com* invited us in for a happy hour staff party and video shoot, which later appeared on their homepage, *Maxim.com*.

INDUSTRY QUOTES OF THE MONTH:

"Sinus flossing with a condom, Lenny Bruce, 16 penny nails, yarmulkes, 13 hops, pomegranates, freaks, super tasty quaff, dive bars, albino pythons...what's the common denominator? Nope, it has nothing to do with peyote or Hunter Thompson...just another evening with the great beer and hi-jinks from the meshuggenehs at Shmaltz Brewing." -*Yos Ligtenberg, Wine Warehouse, Northern California*

"Shmaltz's beers beg to be cooked and paired with! Just imagine the use of crazy flavor driven ingredients like dates mixed with three yeast strains (Rejewvenator), pomegranate juice combined with Munich malt and wheat (Origin), and a brew made with 13 different malts and hops, hopped 13 times (Jewbelation Bar Mitzvah). These brews create insane flavor profiles and fill the palate with innovative thirst quenching fusion that open new possibilities on the plate and in the glass." -*Sean Z. Paxton, Executive Chef, homebrewchef.com*

ULTIMATE THROWDOWNS IN 2009: FREAKTOBERFEST, GABF, REGIONAL BEER WEEKS



Shmaltz's Signature Events of 2009:

2nd Annual Freaktoberfest Boutique Beer & Music Festival

Saturday, October 3 @ Public Assembly (Brooklyn, NY)
-Beer Freaks and Beer Geeks: Our favorite small brewers from around the region and country, Bands, Burlesque and the Freak-show.

Jewbelation 13: A Craft Beer Bar Mitzvah

Friday, September 25 @ Great American Beer Festival
-Shmaltz collaboration w/ Joe Carroll @ Fette Sau (named by Zagat as "Best BBQ in NYC") to nationally launch Jewbelation Bar Mitzvah at GABF.

Chanukah vs Christmas: The Battle Royale of Beers

-Every winter in markets all across the country, Shmaltz hosts their annual challenge pitting the award-winning Jewbelation series against other luminous Christmas beers.

Regional Beer Weeks in New York, San Francisco, Los Angeles, Seattle, San Diego, Washington DC, and Philadelphia:

-In each market, Shmaltz presented special launch events, gourmet beer dinners, and pub crawls to feature selections from their two lines. Check out the feature coverage Shmaltz received from *KTVU CH 2* (Fox News, San Francisco, CA) and the *SF Bay Guardian*.



SHMALTZ SCORES NATIONAL DESIGN STORIES!



Shmaltz Art Director Matt Polacheck landed feature coverage in *Metro International* for a story titled "The Art of the Six-Pack." Polacheck comments in the piece, "The craft beer industry is very creative. The artful labels tie in to the whole culture of craft beer- it's about creating new, interesting beers - and we've made the experience of the bottle as interesting as what's inside."



Tattoo Savage Magazine also gave kudos to Matt Polacheck and Dave C. Wallin for the innovative label design artwork for Coney Island Craft Lagers(R). *Tattoo Savage* says, "These aren't just any lagers - they're lagers with a lust for art! ...outrageously original illustrations."

NOW PERFORMING! LIMITED ENGAGEMENT!



We aged our award winning Rye Double IPA in Sazerac 6 Year Rye Whiskey barrels for over 4 months. Very limited bottles released and allocated this month. Grab a preview at CBC!

What The Press is Saying About Shmaltz Brewing

Grand Champion
United States Tasting Championship
(*Human Blockhead*)

"Today, Cowan is arguably making some of the best contract-brewed beers in America."
-*Beer Advocate*

"Shmaltz makes some fascinating beer."
-*Phoenix New Times*

"One of our favorite local brewers."
-*New York Magazine*

"HE'BREW is making believers out of beer aficionados and novices alike."
-*The Jerusalem Post*

"a clever company" -*Entrepreneur.com*

"I think [we] can all agree that HE'BREW lives up to its title of 'The Chosen Beer.'" -*Jewcy*

"Shmaltz Brewing Company has a reputation for [making] serious beers." -*Philadelphia Inquirer*

"...the brand's success is due to the quality of its product, not its shtick." -*Yellow Rat Bastard*

"Coney Island Craft Lagers is a lineup of freaks for a great cause, and one that also looks at a market dominated by craft ales from a clever and fun lager angle." -*Boston Weekly Dig*

Upcoming Shmaltz Events

Tuesday, April 6 (Cambridge, MA): Cambridge Common (1667 Massachusetts Ave, 6:30pm - 9:30pm) Shmaltz rep Melissa Komadina will host a post-Passover meal featuring HE'BREW beers and Coney Island Craft Lagers®.

Tuesday, April 6 (Grand Rapids, MI): Hopcat (25 Ionia Avenue, 7pm) Shmaltz proprietor Jeremy Cowan hosts a post-Passover event featuring selections from both the HE'BREW and Coney lines.

Friday, April 9 (Chicago, IL): The Twisted Spoke (501 N. Ogden Avenue) "Rare Beer Tour" at Craft Brewers Conference. Shmaltz will have on hand Barrel Aged R.I.P.A. on Rye and Barrel Aged Jewbelation 13.

Thursday, April 15 (Brooklyn, NY): Chip Shop (129 Atlantic Avenue, 7 pm - 10 pm) Shmaltz will pour six tasty HE'BREWs and Coney's.

Friday, April 16 & Saturday, April 17 (Boston, MA): Spring Beer Summit (Park Plaza Castle) Shmaltz rep Melissa Komadina will feature the full line-up of HE'BREW Beers and Coney Island Craft Lagers®.

