

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

**Media Contact:**  
Jesse P. Cutler  
JP Cutler Media  
415.655.3431  
publicity@jpcutlermedia.com



### **DOPPELBOCK, SHMOPPELBOCK... "THIS AIN'T YOUR BUBBE'S MANISCHEWITZ!"**

*Shmaltz Brewing Launches The Third Installment of REJEWVENATOR®, Limited Edition, Organic Concord Grape Juice-Infused, Harvest to Harvest "Chosen" Seasonal*

**San Francisco, New York, Beyond! – May 2010** America's smallest, biggest and most award-winning Jewish (and now Sideshow Freak) Beer Company, Shmaltz Brewing kicks-off its 14<sup>th</sup> year of delicious beer and delicious shtick with the third incarnation of their annual celebration ale, **REJEWVENATOR®**. Brewed with Organic Concord Grape Juice, Shmaltz proudly introduces a new recipe of their Half Doppelbock, Half Belgian Style Dubbel hybrid lager/ale – a truly unique brewing performance. Rising to 8.2% alc, **Rejewvenator®** is available nationally in 22 oz. bottles and a very limited amount of draft.

Jewish tradition celebrates two New Years: the first in Spring traditionally after the barley harvest and the second, the High Holidays in Fall, mark the creation of the world. Harvest to Harvest – the perfect bookends for deliciousness! **Rejewvenator® 2008** (brewed with Figs) was touted by critics, including *All About Beer* who highlighted the brew in its "Beer Talk" tasting section and raved, "It's a glorious beer." *Oakland Tribune* proclaimed, "Don't miss this one!" **Rejewvenator® 2009** (brewed with Dates) was recognized by *L Magazine* as a "Top 10 Summer Beer In & Around NYC." *San Jose Mercury News* raved, "The best summer release that's against the season is without a doubt HE'BREW's Rejewvenator." *Modern Brewery Age* said, "What A Double Bock!"

The experimental process of brewing **Rejewvenator®** begins with 5 specialty malts and 5 hop varieties blending European tradition with brazenly innovative American craft beer flavor and attitude. The brewers use Lager yeast to start cold, bottom fermentation then let the beer warm and pitch a hybrid Abbey/Trappist Belgian Ale yeast brought in exclusively for this brew. Finally Organic Concord Grape Juice gets infused into the fermenter. **Rejewvenator®** then sits and ages for another month before centrifuge filtration and packaging.

#### **About Shmaltz Brewing Company**

Shmaltz Brewing Company is a recipient of the "Distinguished Business Award" by the Brooklyn Chamber of Commerce. Shmaltz was recently named one of the "Top 20 Fastest Growing Bay Area Companies" by *San Francisco Business Times*, and was acknowledged by *Beverage World Magazine* as a "2009 Breakout Brand."

Established in San Francisco in 1996 with the first batch of 100 cases of HE'BREW Beer® bottled, labeled, and delivered by hand, Shmaltz has sold over 5 million bottles of beer to date. Along with their acclaimed line of HE'BREW Beers®, Shmaltz introduced its new line of sideshow-inspired Coney Island Craft Lagers® with seven featured attractions including Coney Island Lager®, Albino Python®, Sword Swallower®, Human Blockhead®, Mermaid Pilsner®, Freaktoberfest®, and Luna Lager(TM). Proceeds help Coney Island USA, a 501(c)(3) Arts Non-Profit fulfill its mission to defend the honor of lost forms of American popular culture in Brooklyn's historic Coney Island neighborhood.

Shmaltz offerings are available in over 25 states through over 30 wholesalers at more than 1500 retail specialty shops across the U.S. including Beverages & More, Whole Foods, Total Wine, select Krogers, and Cost Plus.

Shmaltz Brewing beers have appeared in such distinguished media outlets as *The New York Times*, *CNN Headline News*, *The Onion*, *Beer Advocate Magazine*, *Celebrator Beer News*, *Ale Street News*, *The Today Show*, *Bravo*, *NPR's "Weekend Edition,"* *New York Magazine*, *Newsweek*, *Elle*, *SELF*, *Men's Health*, *BUST*, *Playboy*, *Associated Press*, *Reuters*, *MSNBC*, *San Francisco Magazine*, *The Jerusalem Report*, *New York Jewish Week*, *Washington Post*, *Who Wants to Be a Millionaire*, *MAXIM.com*, *Forbes.com*, *Smartmoney.com*, *Entrepreneur.com*, and *Epicurious.com*.

For more information, please visit [www.shmaltzbrewing.com](http://www.shmaltzbrewing.com)

###

### **From the new Rejewvenator "Year of the Grape" Label:**

I love when you open a door or turn a corner and realize there is an entire world that you'd never imagined existed, that's in fact overflowing with people, schemes, and action. 2010 Sacred Species #3 seemed so obvious—Grapes. Noah's first vineyard debacle (Genesis 9:20) to Dionysus, mythical Bacchus to Bar Mitzvah bad boys, Mogen David and Manischewitz. Appropriately Epic shtick. How many cups of Concord in childhood and many times have I heard: "But Jews don't drink beer!" This year we came across the raging debates, alternative science, internet controversy and tribal rivalry of World Records relating to ... Grapes. Speed catching (67 in one minute, 1189 in 30 minutes!); Solo throw, run, catch (40 ft!!); Longest distance (354'4", shot from a water balloon launcher!!!); Greatest Height record (788 ft skyscraper!!!!) For this third incarnation of Rejewvenator I'm simply letting the mythological and pop cultural shtick rest and slurping together with all of you in a toast to this bizarre and delicious freakshow that we call Life.....*L'Chaim!* --*Jeremy Cowan, proprietor*

### **Ps: here's some more Grape Shtick...couldn't help ourselves!**

In the book of Deuteronomy, the fruit of the vine was listed as one of the seven sacred species of fruit found in the land of Israel (Deut. 8:8). Genesis (9:20-21) marks the first reference to wine in Judaism and the Torah. "Noah planted a vineyard: And he drank of the wine, and was drunken; and he was uncovered within his tent." "Oh, when I was a kid in show business I was poor. I used to go to orgies to eat the grapes." --Rodney Dangerfield. Scholars suggest the story of the Marriage at Cana in which Jesus turns water into wine was intended to show Jesus' superiority to the Greek god of wine Dionysus. Harry Houdini performed a trick in which he would hold a glass of water, turn it to wine, and then pull from it a succession of silk scarves and finally an eagle. Ahh Diogenes the Cynic: 1. The vine bears three kinds of grapes: the first of pleasure, the second of intoxication, the third of disgust. 2. What I like to drink most is wine that belongs to others. Sammy Davis Jr.'s commercials for Manischewitz Cream White Concord in the 1960's helped push kosher wine sales to 3.2 million cases, In the spot, he declares "Man-oh-Manischewitz." More Bounty of the Land of Milk and Honey: "When they arrived at the Eshcol Valley they cut off a branch with a single cluster of grapes—it took two men to carry it—slung on a pole. They also picked some pomegranates and figs." (Numbers 13:24) The Israel Ministry of Tourism uses this image as its logo. The oldest known wine in the world has been found in Jiahu in Central China's Henan Province. It was found amongst Neolithic relics and is approximately 9000 years old. The greatest height from which a grape has been dropped from a moving aircraft (in this case a balloon) and caught in the mouth is 9.15 m (30 ft) by Brits Peter Tilney (dropper) and Tony Gough (catcher). "No great thing is created suddenly, any more than a bunch of grapes or a fig." – Epictetus. "The Sun, with all the planets revolving around it, and depending on it, can still ripen a bunch of grapes as though it had nothing else in the Universe to do." Galileo Galilei. Elizabeth Barrett Browning: "What I do and what I dream include thee, as the wine must taste of its own grapes." After evaluated over 22,000 seedlings, Ephraim Wales Bull decided on the perfect variety for the Concord grape in 1849 in Concord, MA. The original vine still grows at his former home. A supporter of the Temperance movement, Dr. Thomas Bramwell Welch pasteurized Concord grape juice in 1869, originally introduced as a non-alcoholic substitution for communion at his church in Vineland, NJ (coincidentally the future home town to a Manischewitz processing plant for Jewish delights such as borscht and gefilte fish). The current worldwide production of grapes is more than 72 million tons. Approximately 25 million acres of grapes are planted across the world. There are more than 60 known species and 8000 varieties of grapes. The average person eats eight pounds of grapes a year. In 1978, over 900 followers of Jim Jones' Peoples Temple committed suicide, drinking cyanide-laced Grape Flavor Kool Aid. "Sour grapes" comes from Aesop's fable, "The Fox and The Grapes" in which the embittered fox, unable to acquire a bunch of grapes up high, proclaims they must be sour anyway. Man being reasonable must get drunk; The best of life is but intoxication; Glory, the grape, love, gold - in these are sunk - The hopes of all men and of every nation. -Lord Byron