



He'Brew Plans to ReJewvenate the Beer Industry

Written by: David Breitman for 944 Magazine
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For some unexplained reason, combining traditional Torah teachings with adult beverage production has been a somewhat tumultuous task. Not since that guy from Nazareth turned water into wine have the religious and alcohol communities vertically integrated in a pleasing manner.

That is, of course, until He'Brew opened their doors – and hearts – to the world in 1996.

Established right here in San Francisco by presumed Jew and probable beer enthusiast Jeremy Cowan, He'Brew has carved a unique niche in the national beverage scene thanks to its quality products and creative marketing strategy.

“It’s definitely a little different,” says the company’s West Coast Regional Manager Zak Davis. “But having such a distinct outlook has definitely been beneficial to us.”

Don’t let the company’s penchant for puns or religious – yet entertaining – shtick lower expectations for the beer, though. Like most successful breweries, He'Brew’s primary concentration is establishing a quality product for its legions of loyal fans.

“We have our angle, sure, but that’s not what defines us. Our top priority has always been to create an amazing beer,” says Davis. “It’s what we were founded on and what we strive to do every day.”

With nearly 10 unique libations on the assembly line and a slew of other ideas percolating around the He'Brew offices, it should come as no surprise that the 14-year-old brewery has been named one of the fastest growing companies in the Bay Area.

“Everyone working here really puts their hearts into the product,” says Davis. “So when the hard work starts to pay off and our customers have great things to say about the beer, it really does mean a lot to us. It’s what makes us want to keep coming up with new and fun ways to reach out to them.”

One of these new innovations is a third edition beer called Rejewvenator. A seasonal offering with a Concord grape finish, Rejewvenator has become one of He'Brew’s most popular and unique beers. The company decided to add a grape in the beer because of its biblical significance.

In the book of Deuteronomy, the fruit of the vine – temporarily known as grapes – was considered one of the seven sacred species found in the land of Israel. And since fig or pomegranate-based beers don’t sound particularly appealing, grape seemed like the tastiest way to tap into the seven species market. (Note: wheat, barley, olive and dates are the remaining options.)

“I’m simply letting the mythological and pop culture shtick rest and slurping together with all of you in a toast to this bizarre and delicious freakshow that we call life,” says He'Brew Proprietor Jeremy Cowan, on the company’s website about Rejewvenator.

So, go down to any of the several hundred locations carrying He'Brew, pick up a case of Sunday school approved beer and toast to the good – or bizarre – life. It’s what Moses probably would have wanted. L’Chiam.

