



2010 IN REVIEW

# SHMALTZ BREWING COMPANY

## MEDIA & INDUSTRY MONTHLY HIGHLIGHTS



### SHMALTZ BREWING HITS A NEW LEVEL OF DELICIOUSNESS AND SUCCESS IN 2010!

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 2010 with new innovative packaging designs and product releases, outrageous national and regional events, and taking home distinguished awards. Shmaltz is proud to have garnered tons of critical press accolades from beer critics and national media giants including such outlets as *Washington Post*, *Maxim*, *Jewish Forward*, and *Village Voice*. It is with great pleasure to recap to our family of wholesalers, retailers, bar owners, and friends of the media all of the successes Shmaltz achieved in 2010!

To download the 2010 Year In Review, please visit: <http://www.shmaltz.com/HebrewMedia>

### SHMALTZ GARNERS TOP ACCOLADES W/ NATIONAL & REGIONAL MEDIA OUTLETS!

In 2010, Shmaltz received top honors recognizing its stand-out success as a brewery and its singular new releases. Shmaltz's sideshow-themed additions to its Coney Island Craft Lagers® line earned the inaugural BevStar Awards' highest accolade from *Beverage World Magazine*: "Best In Show." The distinguished industry trade publication also named Shmaltz "Best American Craft Brewer 2010."

Check out how Shmaltz's brews stood out from the crowd with these additional media outlets!

**BEVERAGEWORLD**

"Best American Craft Brewer 2010" & "Best In Show 2010"

**ratebeer**

RateBeer.com Includes Shmaltz as One of the Best 100 Brewers In The World

**imbibe**

Jewbelation 14®: 50 of the World's Best Seasonal Brews & Top 20 Holiday Beers

**SF WEEKLY**

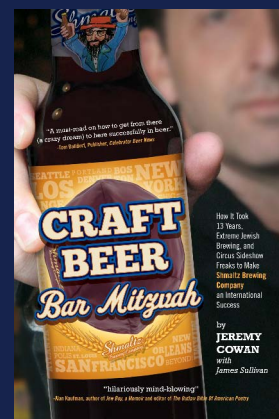
Jewbelation 14®: *SF Weekly* Blind Tasting 2010 "Best Holiday Beer"

**San Jose Mercury News**

RIPA on Rye®: *San Jose Mercury News* Top Five Beers of 2010

**BREWPUBLIC**

Jewbelation 14®: *Brew Public's* #1 Best Winter Beers



**Craft Beer Bar Mitzvah**  
Available in 22 oz. A Small Business Memoir  
by Jeremy Cowan  
Proprietor of Shmaltz Brewing Co.  
with James Sullivan

Keep an eye out for Shmaltz's book, *Craft Beer Bar Mitzvah: How it Took 13 years, Extreme Jewish Brewing, and Circus Sideshow Freaks to make Shmaltz Brewing Company an International Success.*

In this small business memoir, Cowan divulges how he took on the craft beer world, and ultimately created one of the most respected brands in the country. Established in San Francisco in 1996, with the first batch of 100 cases of HE'BREW Beer® bottled, labeled, and delivered by hand, Shmaltz Brewing Company has sold over 8 million bottles of HE'BREW Beer® and Coney Island Craft Lagers® to date. *Craft Beer Bar Mitzvah* documents Cowan's early days of delivering beers in his Grandmother's Volvo, to winning awards 13 years later at top craft beer festivals around the country. This meaningful, relevant, and often hilarious memoir takes readers on a wild ride with the head of one of today's most successful and award winning Jewish Freak Show Craft Breweries.

### Press Accolades: Craft Beer Bar Mitzvah

"While his sense of humor, Jeremy's schtick, is riotous and unforgettable, it is the trails encountered following his dream that make this book a memorable read. Enjoy the ride as much as one of Jeremy's beers." -Daniel Bradford, Publisher, *All About Beer Magazine*

"Jeremy Cowan combines the heart of a brewer with the soul of a two-thousand-year-old rabbinical mench in his new book *Craft Beer Bar Mitzvah*. A must read on how to get from there (a crazy dream) to here successfully in beer. Shalom, Jeremy." -Tom Daldorf, Publisher, *Celebrator Beer News*

"Jeremy Cowan has emerged as a noteworthy, march-to-the-beat-of-your-own-drummer personality within the craft brewing world—no mean feat in an industry with no shortage of personalities. The fact that he's managed to build an award-winning brand from its genesis as an inside joke and is here to write about it nearly 15 years later is a testament-Old Testament, of course—to how far the combination of passion, talent and a sincere sense of humor can carry artists and entrepreneurs. The story of Shmaltz Brewing, as told in *Craft Beer Bar Mitzvah* mixes comedically self-deprecating anecdotes with general acts of badassery—which pretty much sums up the brands it's created." -Jeff Cioletti, Editor-in-Chief, *Beverage World Magazine*

"Jeremy Cowan is the Philip Roth of Craft Beer and 'Craft Beer Bar Mitzvah' is his 'Portnoys Complaint', a hilariously mindblowing account of a young Gen J entrepreneur who, armed only with vision, love of things Jewish and few bucks, turns his 'He-brew Beer' label into an American cultural institution. 'Craft Beer Bar Mitzvah' will bootleg inspiration straight into your heart." -Alan Kaufman, author of 'JEW BOY, a memoir' and editor of 'THE OUTLAW BIBLE OF AMERICAN POETRY'



100% BARREL AGED, RELEASE #3

Shmaltz Releases  
*Vertical Jewbelation*®,  
Limited Edition Seasonal

Featuring a Blend of All Seven Recipes of Jewbelation® Aged in Sazerac 6-Year Rye Whiskey Barrels.

Shmaltz Brewing kicks off 2011 with the special release of the barrel-aged *Vertical Jewbelation*® (10% alc). *Vertical Jewbelation*® is a very rare brew as it is a blend of all seven recipes of Jewbelation® (8 – 14) barrel-aged in Sazerac 6-year rye whiskey barrels throughout 2010.

*Vertical Jewbelation*® is nationally available in 22 oz. bottles and a very limited amount of draft for select bars.

### Initial Praise: Vertical Jewbelation®

Gold Medal  
World Beer Championships

"Oaky Excellence"  
-AOL's *Slashfood*

"This is one very enjoyable brew, it is certainly a palate pleaser."  
- *Creative Loafing (Tampa, FL)*

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### SF BUSINESS TIMES: SHMALTZ TOP 50 FASTEST GROWING COMPANY!



In 2010, *San Francisco Business Times* named Shmaltz one of the Top 50 Fastest Growing Bay Area Companies. Shmaltz achieved nearly 25% growth over the past year. Shmaltz sold more than 100,000 cases of HE'BREW Beer® and Coney Island Craft Lagers®, and projects its annual sales for 2011 at \$2.75 million. With a staff of 10 employees, Shmaltz strides forward

with a tradition of releasing exceptional specialty beers while producing jobs, marketing innovative label designs in a seemingly saturated beer market, and successfully maintaining a grassroots wholesale network of largely family-owned businesses.

### SHMALTZ WINS SEVERAL CRAFT BEER & DESIGN AWARDS:



Shmaltz has received several distinguished beer and design awards marking 15 years of dedication to brewing up delicious beer and delicious shtick.

*Beverage World Magazine* named Shmaltz "Best American Craft Brewer 2010." Shmaltz shared the medal stand with highly regarded Dogfish Head (Silver Winner) and Brooklyn Brewery (Bronze Winner).



In 2010, R.I.P.A. on Rye® took home a Silver Medal in the Wood and Barrel Aged Strong Beer Category at the Great American Beer Festival (Denver, CO). R.I.P.A. on Rye® also won a Silver Medal in the Strong Pale Beer Category at the Festival of Wood and Barrel Aged Beer 2010 (Chicago, IL).



*Beverage World Magazine* awarded Shmaltz's Art Director Matt Polacheck a Gold Medal at the Global Packaging Design Awards for his design of the Coney Island Variety Pack® (returning to stores in May 2011). Polacheck also took home two Gold Medals from Beverage Tasting Institute's The World Beer Championships Packaging Competition 2010 for his design of the Coney Island Variety Pack® and label artwork for Bittersweet Lenny's RIPA®.



**Additional Craft Beer Awards:**  
US Beer Tasting Championships 2010  
Coney Island Human Blockhead®  
Best of the Mid-Atlantic/Southeast region and  
Grand Champion in the Bock/Doppelbock category



**World Beer Championships 2010**  
Gold Medals: Rejewvenator® Year of the Date (2009) & Coney Island Albino Python®

Silver Medals: Origin Pomegranate Strong Ale® & Coney Island Human Blockhead®

### CRAFT BEER INDUSTRY PRAISE FOR SHMALTZ IN 2010:

"The idea to re-brew all of the Jewbelation recipes, going back seven years, was one of the most innovative things in brewing that I have seen in a long time. Then to blend and barrel-age them all into *Vertical Jewbelation*? Unbelievable, and the beer was out of this world." -Fred Crudder, *Beverage Director, Taco Mac (Atlanta)*

"Shmaltz has come a long way over the years, great to see them doing well and making great new beers all the time. A lot of people probably thought it was a gimmick years ago, but the people and products have stood the test of time, and for me the bottom line is always the beer. If we don't think it's good enough for our board, we won't buy it. That said, as a chosen bar, we feature their innovative beers regularly, and have a lot of fun with our annual Chanukah vs. Christmas event. Keep up the good work and L'Chaim." -Steve Bruce, *Manager, Toronado, San Francisco*

"The award-winning innovative brews from Shmaltz are great to have!! The fun, eye-catching labels inspire my "Beer-Freak" clientele. Can't wait for more!!" -Chechi Demicheli, *Veterans Liquor in Colorado Springs, CO*

### CRAFT BEER INDUSTRY PRAISE FOR SHMALTZ IN 2010:



**Shmaltz's Signature Events of 2010:**

**3rd Annual Freaktoberfest Boutique Beer & Music Festival**  
Friday, September 24 @ Rock Shop (Brooklyn, NY)  
-Beer Freaks and Beer Geeks: Our favorite small brewers from around the region and country.  
Bands, Burlesque and the Coney Island Freakshow

**88 Chosen Bars**  
Shmaltz worked with 88 Chosen Bars across the country who featured all 8 award-winning recipes of Jewbelation during the 8 days of Chanukah (2010).

**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.



