

FOR IMMEDIATE RELEASE: AWARDS ANNOUNCEMENT FROM SHMALTZ BREWING CO.

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BEVERAGE WORLD MAGAZINE NAMES SHMALTZ BREWING "BEST CRAFT BREWER"

*Shmaltz Brewing Company Receives Two Prestigious Awards:
"Best American Craft Brewer 2010" & "Best In Show 2010"*

Art Director Matt Polacheck Participates in Museum Art Competition "Design, Drink and Be Merry: The Craft Brew Art Movement"

New York, NY - Monday, September 7, 2010 - Shmaltz Brewing Company, handcrafters of the new Coney Island Craft Lagers® and HE'BREW- The Chosen Beer®, is thrilled to announce that *Beverage World Magazine* has named Shmaltz "Best American Craft Brewer" for 2010. This distinguished award marks 14 years of dedication to brewing up delicious beer and delicious shtick. Shmaltz shared the medal stand with highly regarded Dogfish Head ("Sah-tea," Silver Winner) and Brooklyn Brewery ("Brooklyn Local No. 2," Bronze Winner) for "Best American Craft Brewer." Shmaltz proprietor Jeremy Cowan is available for interviews, and beer samples are available upon request.

Beverage World Magazine premiered the inaugural edition of the "BevStar Awards" in the July 15, 2010 issue. The editorial team recognized individual brands across seven beverage categories. Candidates were judged based on innovation in ingredients, packaging and positioning, as well as overall uniqueness. Coney Island Craft Lagers® won Gold in the craft brewer category, and among all of the winners in all categories, Shmaltz garnered the highly coveted "Best In Show 2010" title.

Over the course of the last year, Shmaltz also took home a variety of awards from several craft beer festivals and awards panels. HE'BREW RIPa on Rye® won a Silver Medal at the 2010 Great American Beer Festival (Denver, CO) in the Wood and Barrel Aged Strong Beer category. HE'BREW Rejewvenator® received a Gold Medal, and Coney Island Human Blockhead® won the Silver at the 2010 World Beer Championships. At the 2010 Atlantic City Beer Festival, HE'BREW's Origin Pomegranate Strong Ale® won "Best Specialty Beer." Coney Island Albino Python® took home a Gold Medal in the "Specialty Lager" category at the Manitou Springs Craft Lager Festival

this month, and won a Silver Medal at the 2009 Hotoberfest in Atlanta. Coney Island Human Blockhead® won "Best Alternative Lager" at the US Beer Tasting Championships in late 2009.

On the design front, label and packaging specialists DWS Printing honored Shmaltz Brewing with the "Best Labels" award in July 2010. Earlier this summer, Shmaltz art director Matt Polacheck presented work for the third year straight at the GoggleWorks Center for the Arts exhibition: *Design, Drink & Be Merry*. The design event is dedicated to the art of the craft brew movement. Polacheck presented label artwork for five selections in the Coney Island Craft Lagers® line.

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 "Best Craft Brewer 2010" and won the "Best In Show 2010" title, after being named "Breakout Brand" for 2009.

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™. 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

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