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## SHMALTZ BREWING COMPANY GROWS OVER 80% DURING 2008 ECONOMIC DOWNTURN

*Projected annual sales for 2009 estimated at over \$2 million  
1000% Growth In Five Years*

**San Francisco, New York, Beyond! - February 2009** America's smallest, biggest and most award-winning Jewish (and now Sideshow Freak) Beer Company, Shmaltz Brewing is proud to announce achieving over 80% growth during the worst economic downturn since the Great Depression. Over the last five years (2003-2008), Shmaltz has seen over 1000% growth, with projected annual sales for 2009 estimated at over \$2 million. As all three of America's largest brewers (Bud, Miller and Coors) are sold to overseas companies and American manufacturing suffers month after month, the U.S. craft beer industry thrives. Shmaltz Brewing strides forward with a tradition of releasing exceptional beers in their HE'BREW Beer and Coney Island Craft Lagers™ lines 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.

This year Shmaltz Brewing turns 13, which in Judaism marks the year of the Bar/Bat Mitzvah, the coming of age for a Jewish boy or girl. Shmaltz embraces this monumental occasion with steadily rising revenues, a staff increase from sole proprietor Jeremy Cowan to seven official employees (plus a dedicated tribe of interns), and selling well over five million bottles of beer. Shmaltz celebrates 13 years of delicious beer and delicious shtick with the special release of several new extreme offerings including **Coney Island Human Blockhead™** (Tough-As-Nails Strong Lager, 10% alc, June 2009), **Rejewvenator** (latest date and fig infused brew in HE'BREW's sacred fruit line-up, June 2009) and the sixth edition of their radical Chanukah annual, **Jewbellation Bar Mitzvah** (13 malts, 13 hops, 13% alc, September 2009).

Amidst the current economic recession, research conducted by the Brewers Association indicates that beer sales are being affected the least while wine sales suffer the most impact. Overall beer sales in the U.S. reached \$97 billion in 2007, while wine sales were merely at \$30 billion. Craft beer sales are soaring as it's an affordable luxury, and as noted by the *Smithsonian Magazine* (December 2008), "some of the best beers in the world today are being made in the U.S." American consumers are buying craft domestic beer in record-breaking proportions. Ranking amongst the country's top niche gourmet microbrews, Shmaltz's delicious creations and ingenious branding flourishes with its cult following spreading across the globe: Shmaltz is currently distributed in over 25 states throughout the U.S., and is now available in Canada and the U.K.

2008 marked a momentous year for the Shmaltz team with their top-selling **Genesis Ale** appearing in the "Being Jewish" exhibition at the new Contemporary Jewish Museum in San Francisco, CA. The bottle of **Genesis Ale** was

photographed by the *New York Times* (June 6, 2008: Arts Section, Museum Review) and featured in their review of the museum opening. Shmaltz's flagship **Coney Island Lager™** made its way into the NYC museum circuit as the exclusive beer at the MOMA Sculpture Garden. In December 2008, the Brooklyn Chamber of Commerce presented Shmaltz with a "2008 Distinguished Business Award," recognizing their new line of Coney Island Craft Lagers™ as substantial dedication to promoting a positive image of the borough as an ideal place to live, work and play.

Carl Hum, President and CEO, Brooklyn Chamber of Commerce comments, "At a time when the bottom line is so important Shmaltz Brewing Company has found a way to marry its dedication and commitment to the community with its innovative marketing and quality product. We applaud the creativity of this small business. We are proud to call Shmaltz Brewing Company a Member of the Brooklyn Chamber of Commerce."

Over the course of 2008, proprietor Jeremy Cowan spoke at several national craft beer events including Denver's Great American Beer Festival. He also appeared alongside such beer luminaries as Jim Koch of Boston Beer Company (Sam Adams) and Sam Calagione from Dogfish Head Brewing, in Boston's Extreme Beer Fest presenting *How It Took 12 Years, Radical Jewish Brewing, and Sideshow Freaks to Make Shmaltz Brewing a National Success*.

A recent issue of acclaimed industry publication *Beer Advocate* (Volume II, Issue VIII) commented, "Today, Jeremy Cowan of Shmaltz Brewing Company is arguably making some of the best contract-brewed beers in America." *New York Magazine* dubbed Shmaltz as "one of our favorite local brewers," and *Jerusalem Post* hailed, "HE'BREW is making believers out of beer aficionados and novices alike." *USA Today* highlighted HE'BREW in its October 2008 article, "Finding God at a Beer Festival."

When asked in an interview if Shmaltz Brewing was "going mainstream" by adding a new line beyond the award-winning Jewish celebration ales under the HE'BREW banner, Cowan countered: "I guess if circus sideshow freaks are more mainstream than Jews, Shmaltz is going mainstream!" Cowan states, "For over 125 years Coney Island has been and continues to be America's Playground. Shmaltz Brewing is ecstatic to celebrate that flavor, spirit, and future through this exceptional line of unique craft lagers."

Proceeds from Coney Island Craft Lagers™ 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.

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

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 introduced 6-packs in 2003 and moved its production East to the acclaimed Mendocino Brewing Company's Saratoga Springs, NY brewery. 2003 to 2008 saw over 1000% growth in sales, with over 5 million bottles sold to date. HE'BREW's award-winning lineup includes its flagship Genesis Ale and Messiah Bold as well as Rejewvenator, Origin Pomegranate Strong Ale, Bittersweet Lenny's R.I.P.A., and the "extreme" Chanukah annual, Jewbelation.

Along with their acclaimed line of HE'BREW Beers, Shmaltz introduced its new line of sideshow-inspired Coney Island Craft Lagers™ with six featured attractions including Coney Island Lager™, Albino Python™, Sword Swallower™, Mermaid Pilsner™, Human Blockhead™, and Freaktoberfest™.

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*, *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*, *Who Wants to Be a Millionaire*, and *Forbes.com*.

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

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