

For Immediate Release

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SHMALTZ BREWING COMPANY REACHES OVER 550% GROWTH IN FOUR YEARS

Projected annual sales for 2008 estimated at over \$1.5 million: New Beers, New Faces, New Production

San Francisco, New York, Beyond! - January 30, 2008 America's smallest Jewish beer company, Shmaltz Brewing Company is proud to announce achieving over 550% growth in the last four years (2003-2007). With projected annual sales for the coming 2008 estimated at over \$1.5 million, Shmaltz Brewing is no longer a one-man operation of sole proprietor Jeremy Cowan. With such substantial growth, selling over three million bottles to date, the company recently expanded to five full-time employees and will nationally launch in late Spring 2008 its new line of **Coney Island Lagers**.

Shmaltz Brewing's award-winning HE'BREW Beer expands its line-up with three new 2008 offerings including **Rejewvenator** (Spring '08, fig-infused half doppleboch, half Belgian double/quad), **Lenny on Rye** (June '08, Bittersweet Lenny's R.I.P.A., their tribute beer to the late comedian Lenny Bruce, aged in rye-whiskey barrels) and the fifth edition of their extreme Chanukah seasonal, **Jewbelation 12** (October 1st, 12 malts, 12 hops, 12% alc).

The national launch of Coney Island will feature its self-titled debut offering and four craft brewed lagers including **Sword Swallow** (May 1st), **Albino Python** (May 1st), **Human Blockhead** (summer '08, draft only) and **Freaktoberfest** (September 1st - Halloween). Inspired by the spirit, the history, and the future of America's Playground, Shmaltz Brewing releases its Coney Island Lagers in association with the arts organization Coney Island USA, a 501(c)3 Non-Profit. A portion of its proceeds directly benefit Coney Island USA.

Now in its second decade of brewing, proprietor Jeremy Cowan matches his 550% sales increase with 500% growth of his staff. Shmaltz Brewing's latest staff additions include Matthew Polacheck as Northeast Sales Manager and Art Director (NYC), Jesse P. Cutler as Head of Media Relations (SF), Angela Prosper as National Sales Associate (Seattle), former Olde Saratoga brewer Darren Quinlan as Southeast Sales Manager (Atlanta), and Zak Davis as Jewish Community and Western States Sales Manager (SF).

Established in San Francisco in 1996, Shmaltz Brewing introduced 6-packs in 2003 and moved its production East to the acclaimed Mendocino Brewing Company's Saratoga Springs, NY brewery. As of this summer 2008, HE'BREW Beer's Genesis Ale and Messiah Bold will again also be brewed on the West Coast at Mendocino's mothership brewery in Ukiah, California. HE'BREW Beer 6-packs as well as Origin Pomegranate Strong Ale, Bittersweet Lenny's R.I.P.A., and the award-winning seasonal Jewbelation are available in over 25 states through over 30 wholesalers at more than 1,000 retail and specialty shops across the U.S. including Whole Foods, Total Wine, Beverages & More and Cost Plus. For more information, please visit www.shmaltz.com.

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