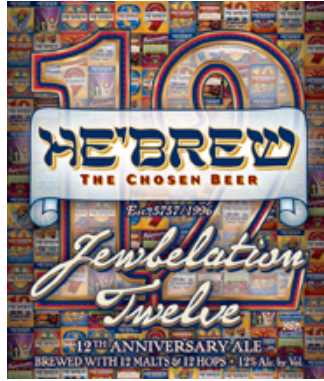


\*\*\*For Immediate Release\*\*\*

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***THIS ANNIVERSARY, CANDLES WON'T BE THE ONLY THING GETTING LIT!***

*Shmaltz Brewing Releases **JEWBELATION TWELVE**, Limited Edition Holiday Seasonal  
Brewed With 12 Malts & 12 Hops Soaring To 12% Alc*

**New York, San Francisco, Beyond!** – **November 4, 2008** America's smallest, biggest and most award-winning Jewish beer company, Shmaltz Brewing Company celebrates its 12<sup>th</sup> year of delicious beer and delicious shtick with the special release of the fifth incarnation of their award-winning "extreme" Chanukah seasonal, **JEWBELATION**: their 12<sup>th</sup> Chosen Beer in 12 years of Shmaltz. Coincidence? Destiny!! Rising to 12% alc, **Jewbelation Twelve** will bring a nearly miraculous warming glow to store shelves in 22 oz. bottles and a very limited amount of draft for select bars nationwide from October 2008 through March 2009.

The national launch of **Jewbelation Twelve** just took place at the Great American Beer Festival in Denver, CO from Thursday, October 9 – 11, 2008. Shmaltz proprietor Jeremy Cowan spoke at this year's festival on Saturday, October 11 on the convention floor. This winter, HE'BREW will pit **Jewbelation Twelve** along with other Chosen Beers against national holiday beer luminaries in their annual challenge "*Chanukah vs. Christmas: The Battle Royale of Beers*" in NYC, San Francisco, Seattle, Portland, Atlanta, Connecticut, Baltimore and additional cities t.b.a.. Designed by Shmaltz's Art Director Matt Polacheck, **Jewbelation Twelve**'s artwork incorporates all 12 labels from 12 beers in 12 years of HE'BREW.

Since its inception in 2004, Shmaltz's **Jewbelation** series has been touted by critics receiving top accolades including "5 Stars" from *Celebrator Beer News*, "Best Holiday Beer" by *Pacific Brew News*, and last year's **Jewbelation Eleven** has a score of 96 out of 100 with *Ratebeer.com*. A recent issue of *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."

2008 brought new HE'BREW offerings including **Rejewvenator (Doppelbock...Shmoppelbock)**, a hybrid lager and Belgian-inspired ale brewed with 500 gallons of fig juice. Shmaltz also introduced **Messiah on Rye**, HE'BREW's rich and complex nut brown ale **Messiah Bold** aged in rye-whiskey barrels, as well as **Lenny on Rye**, barrel-aged **Bittersweet Lenny's R.I.P.A.**, a monster rye-based double IPA tribute to the late comedian Lenny Bruce.

2008 marks Shmaltz's largest growth period as they hit \$1.5 million in sales, expand their staff to six full-time employees, and nationally release its new line of sideshow-inspired **Coney Island Craft Lagers™**. The latest Coney Island attractions include two seasonals, **Freaktoberfest™** (Blood Red Lager, Oktoberfest and Halloween '08, 6.66% alc) and **Human Blockhead™** (Tough-As-Nails Strong Lager, Jan. '09, 8.8% alc), and

three year-round spectacles including their flagship **Lager™** (5.5% alc), **Albino Python™** (White Lager, 6% alc), and **Sword Swallower™** (Steel Hop Lager, 6.8% alc). A portion of its proceeds directly benefit Coney Island USA, a 501(c)3 Non-Profit Arts organization dedicated to defending the honor of lost forms of American popular arts and culture. **Coney Island Craft Lagers™** are currently available in 22 oz. bottles and a limited amount of draft.

#### **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 2007 saw over 550% growth in sales, with over 3 million bottles sold to date. HE'BREW's award-winning lineup including its flagship Genesis Ale and Messiah Bold as well as Rejewvenator (Summer 2008 seasonal), Origin Pomegranate Strong Ale, Bittersweet Lenny's R.I.P.A., and the "extreme" Chanukah annual, Jewbelation, are available in over 25 states through over 30 wholesalers at more than 1500 retail specialty shops across the U.S. including Whole Foods, Beverages & More, Total Wine and Cost Plus.

Shmaltz Brewing beers have appeared in such distinguished media outlets as *The New York Times*, *CNN*, *Headline News*, *The Onion*, *The Today Show*, *Bravo*, *NPR's "Weekend Edition,"* *New York Magazine*, *Newsweek*, *SELF*, *Men's Health*, *BUST*, *Playboy.com*, *Associated Press*, *Reuters*, *MSNBC*, *San Francisco Magazine*, *The Jerusalem Report*, *New York Jewish Week*, *Who Wants to Be a Millionaire*, *The Big Idea with Donny Deutsch*, and *Forbes.com*. For more information, please visit **[www.shmaltz.com](http://www.shmaltz.com)** and **[www.coneyislandlager.com](http://www.coneyislandlager.com)**.

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