

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

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## **DOPPELBOCK, SHMOPPELBOCK...HE'BREW BEER PITCHED THE YEAST OF MONKS!**

*Shmaltz Brewing Launches REJEWVENATOR,  
Limited Edition, Fig-Infused, Harvest to Harvest "Chosen" Seasonal*

**San Francisco, New York, Beyond! – May 7, 2008** America's smallest, biggest and most award-winning Jewish beer company, Shmaltz Brewing Company celebrates its second decade of delicious beer and delicious shtick with the special release of their newest annual celebration ale, **REJEWVENATOR**. HE'BREW Beer's latest addition to their sacred fruit infused line-up, **Rejewvenator** ferments nearly 500 gallons of Fig juice into a half doppelbock, half Belgian inspired dubbel hybrid lager/ale— a truly unique brewing performance. Beginning with 2008's "Year Of The Fig," the season of **Rejewvenator** will be an annual release spanning from the first month of the Jewish Calendar in the Spring (historically coming after the barley harvest) to the High Holidays in the Fall (marking the creation of the world, and the second fig harvest of the year). Rising to 7.8% alc, **Rejewvenator** will be nationally available in 22 oz. bottles and a very limited amount of draft.

HE'BREW Beer hit an unprecedented 550% growth over the last four years (2003-2007) and proudly expands its 2008 line-up with three new offerings including **Rejewvenator**, **Messiah on Rye** (after July 1st, HE'BREW's rich and complex nut brown ale, Messiah Bold, aged in rye-whiskey barrels) and the fifth edition of their extreme Chanukah seasonal, **Jewbelation 12** (October 1st, 12 malts, 12 hops, 12% alc). With projected 2008 annual sales at over \$1.5 million, Shmaltz Brewing is no longer a one-man operation of sole proprietor Jeremy Cowan. Matching his 550% sales increase with 500% growth of his staff, Shmaltz Brewing now operates with five full-time employees.

Experiencing such substantial growth, selling over three million bottles to date, Shmaltz Brewing will also nationally launch in summer 2008 its new line of **Coney Island Craft Lagers**. Inspired by the spirit, the history, and the future of America's Playground, Shmaltz's Coney Island attractions will include the flagship Lager, Albino Python, Sword Swallower, Freaktoberfest, and The Human Blockhead. 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.

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. Later in 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 **Rejewvenator**, 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.

HE'BREW Beer has appeared in such distinguished media outlets as *CNN Headline News, The Onion, The Today Show, Bravo, NPR's "Weekend Edition," The New York Times, 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**.

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