

For Immediate Release

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THE TRINITY OF JEWBELATION!

Shmaltz Brewing Releases Three Limited-Edition Holiday Seasonal Products: Jewbelation 14®, HE'BREW Holiday Gift Pack®, and Barrel-Aged Vertical Jewbelation®

New York, San Francisco, Beyond! – **October 28, 2010** America's smallest, biggest and most award-winning Jewish (and now Sideshow Freak) Beer Company, Shmaltz Brewing celebrates its 14th year of brewing with the special release of three of the Most Extreme Chanukah Offerings including **Jewbelation 14®** (Release Date: November 1, 2010), **HE'BREW Holiday Gift Pack®** (Release Date: November 1, 2010), and barrel-aged **Vertical Jewbelation®** (Release Date: December 1, 2010). **Jewbelation 14®** and **Vertical Jewbelation®** will be nationally available in 22 oz. bottles and a very limited amount of draft for select bars, and will also be available in 12 oz. bottles in the **HE'BREW Holiday Gift Pack®**.

Brewed with 14 malts, 14 hops, and soaring to 14% alc., **Jewbelation 14®** marks Shmaltz's boldest anniversary ale to date. 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 *Playboy Magazine* pegging **Jewbelation Twelve®** as one of the "Best Winter Brews." 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."

HE'BREW Holiday Gift Pack® features all seven recipes of the award-winning **Jewbelation®** series (8 – 14) plus a bottle of the barrel-aged **Vertical Jewbelation®**. The 8-beer Gift Pack will come with a custom glass, Chanukah candles and instructions on how to build your own beer menorah, with artwork by Bay Area illustrator Chris Blair, and a very special addition of "A Chanukah Prayer" by San Francisco stand-up comedian and *Chronicle* cartoonist, Michael Capozzola.

Vertical Jewbelation® is a very rare brew as it is a blend of all seven recipes of **Jewbelation®** barrel-aged in Sazerac 6-year rye whiskey barrels throughout 2010.

In December 2010, Shmaltz will host special events at acclaimed beer bars across the country featuring all eight **Jewbelation®** beers for the eight nights of Chanukah. Detailed event information can be viewed on www.shmaltzbrewing.com.



This holiday season also marks the launch of Shmaltz Brewing proprietor Jeremy Cowan's debut book, *Craft Beer Bar Mitzvah: How it Took 13 years, Extreme Jewish Brewing, and Circus Sideshow Freaks to make Shmaltz Brewing Company an International Success*. A small business memoir tracking 13 years of brewing up delicious beer and delicious shtick, Cowan divulges his take on creating a successful national brand and all the fun and unexpected turns he has experienced along the way. With over 8 million bottles of beer sold to date, *Craft Beer Bar Mitzvah* takes readers on a wild ride with the head of one of today's most talked about and award winning Jewish Freak Show Craft Breweries. *Craft Beer Bar Mitzvah* will be available for purchase on www.shmaltzbrewing.com beginning December 1, 2010, and will appear on shelves at bookstores, craft beer specialty stores and Jewish gift shops across the country starting February 1, 2011.

About Shmaltz Brewing Company

Shmaltz Brewing Company was recently named "Best American Craft Brewer" and won the "Best In Show 2010" title by *Beverage World Magazine*, after being named "Breakout Brand" for 2009. Shmaltz was also included in the "Top 20 Fastest Growing Bay Area Companies" by *San Francisco Business Times*, and is a recipient of the "Distinguished Business Award" by the Brooklyn Chamber of Commerce.

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 8 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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