

For Immediate Release

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"R.I.P.A. on Rye"®

RYE DOUBLE INDIA PALE ALE AGED IN RYE WHISKEY BARRELS

*Shmaltz Brewing Releases Debut Barrel-Aged Bottled Beer R.I.P.A. on Rye®,
Limited Edition Bittersweet Lenny's R.I.P.A.® Aged in Sazerac 6 Year Rye Whiskey Barrels*

Clifton Park, New York! -- Thursday, March 24, 2011 -- America's smallest, biggest and most award-winning Jewish (and now Sideshow Freak) Beer Company, Shmaltz Brewing kicks off Spring 2010 with the special limited-edition release of "R.I.P.A. on Rye"®. Shmaltz aged their award-winning **Bittersweet Lenny's R.I.P.A.®** (Lenny Bruce tribute beer) in Sazerac 6 Year Rye Whiskey barrels for over 4 months. Having introduced R.I.P.A. for Shmaltz's 10th Anniversary in 2006, proprietor Jeremy Cowan is thrilled to continue to pay homage to legendary satirist Lenny Bruce with the release of "R.I.P.A. on Rye"®, which is now available nationwide. **Bittersweet Lenny's R.I.P.A.®** (non barrel aged) is also now available in 4 packs (12 oz. bottles) at stores across the country.

On April 9, 2010, Shmaltz packaged "R.I.P.A. on Rye"® for national distribution. April 9 marks a very special day for proprietor Jeremy Cowan: it would have been his Grandmother's 90th birthday. When Cowan launched Shmaltz Brewing Co. in 1996 without a car of his own, he borrowed his Grandmother's Volvo to deliver the first batches of HE'BREW Beer to Bay Area shelves. She passed away right as Cowan quit his day job to pursue Shmaltz full time. The second beer in the Shmaltz line-up was going to be Granny's Fig Porter, but he released Messiah Stout several years later.

Long before Cowan started Shmaltz, his grandmother would talk about seeing the late comedian Lenny Bruce perform at burlesque houses in North Beach (San Francisco, CA) and how she took his mother to visit a shoe maker in Los Angeles (Lenny Bruce's dad...). Later, Cowan read Lenny Bruce's autobiography. Shmaltz celebrates the memory of Lenny Bruce with two specialty craft beers "brewed with an obscene amount of malts and hops, far beyond contemporary community standards for taste and flavor."

About Shmaltz Brewing Company

Shmaltz Brewing Company is a recipient of the "Distinguished Business Award" by the Brooklyn Chamber of Commerce. Shmaltz was recently named one of the "Top 20 Fastest Growing Bay Area Companies" by *San Francisco Business Times*, and was acknowledged by *Beverage World Magazine* as a "2009 Breakout Brand."

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 5 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(TM). 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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