

For Immediate Release

Media Contact:
Jesse P. Cutler
JP Cutler Media
(o) 612.922.9016
(e) publicity@jpcutlermedia.com



HOW TO KEEP MAKING IT FUNKY IN 2013...

Shmaltz Barrel Aged Release #8

Funky Jewbelation®

A Blend of Six Ales and Lagers Aged in Bourbon and Rye Whiskey Barrels

9.4% alc, February – June 2013

New York, San Francisco, Beyond – February 14, 2013 – The eighth member in Shmaltz Brewing's Limited Engagement Barrel-Aged series, **Funky Jewbelation®** features a blend of six ales and lagers from the Shmaltz beer lineup aged in bourbon and rye whiskey barrels, and hustles in at 9.4% alc. **Funky Jewbelation®** is an expert mash-up of **Jewbelation 15®** (aged seven and ten months), **Origin Pomegranate Strong Ale®** (aged 11 months), **Bittersweet Lenny's R.I.P.A.®** (aged 12 months), **Messiah Nut Brown Ale®** (aged 6 months), **Coney Island Lager®** (aged 12 months), and **Albino Python®** (aged 3 months).

The national launch event for **Funky Jewbelation®** will take place at Barcade (Brooklyn) during New York City Beer Week on Thursday, February 28, 2013, starting at 4 pm; this funky blend will also be featured at Shmaltz's special beer dinner at Resto NYC on Tuesday, February 26, 2013 and at the New York City Beer Week Brewers Choice event at City Winery on Wednesday, February 27, 2013. **Funky Jewbelation®** will be nationally available in 22 oz. bottles and a limited amount of draft at select locations from February - June 2013.

The 2012 version of **Funky Jewbelation®** recently won a Gold Medal at the 2012 World Beer Championships, and this year's release marks the latest offering in Shmaltz's ambitious barrel-aging series. Now two years in the making, Shmaltz's barrel-aging program also includes such all-stars as the 2010 Great American Beer Festival Silver Medalist **HE'BREW R.I.P.A. on Rye®**; 2011 World Beer Championships Gold Medalists **HE'BREW Vertical Jewbelation®** and **Barrel-Aged Coney Island Human Blockhead®** (the second coming of **Barrel-Aged Blockhead®** hits shelves in May 2013); and the 99-rated (on RateBeer.com) **HE'BREW Genesis 15:15®**, a 15% ABV.

Funky Jewbelation® has been hailed by critics including, **Brewsandbooks.com** commenting "Cheers to He'Brew for managing to, impossibly, blend six beers into a whole greater than it's parts." **Yum Sugar** notes, "...in this brewmaster's skilled hands, the result is a beer with great depth and nuanced flavor." **Cooking District** concludes, "The beer is indeed funky, in all the right ways."

The Limited Engagement Barrel-Aged series not only represents some of Shmaltz's most decorated beers, but also boasts the highest consumer ratings from BeerAdvocate.com and RateBeer.com. The latter recently ranked Shmaltz Brewing as one of the "Top 50 Breweries in the World" for 2012. With the release of **Funky Jewbelation®**, Shmaltz continues to design unique and sophisticated beers that rank with the world's best specialty beverages.

About Shmaltz Brewing Company

Shmaltz Brewing Company was named "Best American Craft Brewer" and won the "Best In Show 2010" title by *Beverage World Magazine*, after being named "Breakout Brand" for 2009. Ranked in 2012 as one of the "Top 50 Brewers in the World" by RateBeer.com, Shmaltz was also included in the "Top 50 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 more than ten 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®. Shmaltz offerings are available in more than 30 states through 35 wholesalers at more than 3,500 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*, *NPR's "Weekend Edition,"* *New York Magazine*, *Newsweek*, *Men's Health*, *Playboy*, *Associated Press*, *Reuters*, *MSNBC*, *San Francisco Magazine*, *The Jerusalem Report*, *New York Jewish Week*, *Washington Post*, *MAXIM*, *Forbes.com*, *Smartmoney.com*, *Entrepreneur.com*, *Epicurious.com* and *BrewBound.com*.

For more information, please visit:

www.shmaltzbrewing.com

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