

For Immediate Release

Media Contact:
Jesse P. Cutler
JP Cutler Media
612.922.9016
publicity@jpcutlermedia.com



DUBBEL DOPPEL... REJEWVENATOR® 2013

*Shmaltz Brewing Launches The Newest Installment of REJEWVENATOR®,
One-of-a-Kind, Belgian Style Dubbel Ale and Doppelbock European Lager,
Brewed with All Natural Dates & Figs from Concentrate*

San Francisco, New York, Beyond! - April 24, 2013 - Behold the return of a long-awaited friend, now permanent member of Shmaltz Brewing's seasonal mishpocha: **REJEWVENATOR® 2013!** Rejuvenate your taste buds with the sacred nectar of dates and figs -- both fruits infused to create a truly glorious species. Inspired by the spiritual brewing traditions of the monks, and the divine fruits of the Holy Land, this half Belgian-Style Dubbel Ale, half Doppelbock European Lager, is the only one of its kind in the world. Like the mystical monks, the 8% alc. Dubbel-Doppel makes a clean, quiet entrance -- before the dark fruit flavors begin to crescendo into harmonious notes of creamy caramel. For a limited time, ancient traditions sing a modern tune in both 22 ounce bottles and draught at a store/bar near you.

Rejewvenator® 2008 (brewed with Figs) was touted by critics, including *All About Beer* who highlighted the brew in its "Beer Talk" tasting section and raved, "It's a glorious beer." *Oakland Tribune* proclaimed, "Don't miss this one!" **Rejewvenator® 2009** (brewed with Dates) was recognized by *L Magazine* as a "Top 10 Summer Beer In & Around NYC." *San Jose Mercury News* raved, "The best summer release that's against the season is without a doubt HE'BREW's Rejewvenator." **Rejewvenator® 2010** (brewed with Concord Grapes) brought home a Gold Medal from the World Beer Championships.

The experimental process of brewing **Rejewvenator® 2013** begins with 5 specialty malts and 5 hop varieties blending European tradition with brazenly innovative American craft beer flavor and attitude. The brewers use Lager yeast to start cold, bottom fermentation then let the beer warm and pitch a hybrid Abbey/Trappist Belgian Ale yeast brought in exclusively for this brew. Finally all natural Date and Fig Concentrates are infused into the fermenter. **Rejewvenator®** then sits and ages for several weeks before centrifuge filtration and packaging. A luscious tribute to the original craft beer warriors, the Monks, and a fitting welcome to warmer days and the new life of Spring and Summer. *L'Chaim!*

About Shmaltz Brewing Company

Ranked in 2013 as one of the "Top 100 Brewers in the World" by RateBeer.com, Shmaltz won 9 Gold and 5 Silver Medals in the World Beer Championships in 2012. A recipient of the "Distinguished Business Award" by the Brooklyn Chamber of Commerce, Shmaltz was also included in the "Top 50 Fastest Growing Bay Area Companies" by *San Francisco Business Times*.

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 sideshow-inspired Coney Island Craft Lagers® which celebrate the spirit of "America's Playground". Shmaltz offerings are available in more than 30 states through 35 wholesalers at more than 3,500 retail specialty shops across the U.S.

In 2010/11, Shmaltz proprietor Jeremy Cowan published his small business memoir, *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 free sampling of Chapter One and suggested beer pairings, can be viewed at www.craftbeerbarmitzvah.com.

With the opening of the "World's Smallest Brewery" in Coney Island, NY (1-gallon at a time, since 2011), Cowan spearheaded the creation of the non-profit New York City Brewers Guild in 2012 and serves as its President.

After 16 years as one of contract brewing's loudest cheerleaders, Shmaltz is breaking with tradition and opening its own New York State production brewery. Located in Clifton Park, NY, 10 minutes north of Albany's capital district, Shmaltz's new home boasts a 50-barrel brewhouse with 20,000 barrels of annual capacity. The heart of Shmaltz's new operation features a custom-made, 5-vessel manual workhorse brewhouse as well as 8 fermentation and 2 bright beer tanks manufactured in the US from Oregon's JV Northwest. The 120-bottle-per-minute packaging line comes from the well respected Italian experts at SBC/BC International. The new Shmaltz brewery will package 12 and 22 ounce bottles and kegs of their diverse core and seasonal favorites. The official, public grand opening bash will take place on Sunday, July 7, 2013.

Cowan recently appeared at the 2013 Craft Brewers Conference speaking about the transition from contract brewing to in house production as well as small batch brand strategies. He has also presented at the Great American Beer Festival, BevNet's Brewbound conference, Beer Advocate's Extreme Beer Festival, the Atlanta and the St. Louis Jewish Book Fairs, and the San Francisco and New York Jewish Museums.

Shmaltz Brewing beers have appeared in such distinguished media outlets as *The New York Times*, *CNN Headline News*, *The Onion*, *Fox Business News*, *Beer Advocate Magazine*, *Celebrator Beer News*, *Ale Street News*, *NPR's "Weekend Edition"*, *New York Magazine*, *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

###

From the label of **Rejewvenator® 2013**:

How better to celebrate the evolution of the year than with recipes inspired by generations of the original craft beer warriors, the Monks! Top with a healthy dose of Shmaltz & witness the rebirth of **Rejewvenator!** "The winter of bondage has passed, the deluge of suffering is gone, the Fig tree has formed its first fruits, declaring all ready for libation." -Song of Solomon. Dates were used to sweeten beer in Ancient Egypt as early as 3500 BCE. Genesis 3:7: "Their eyes were opened, and they knew that they were naked; they sewed fig leaves and made themselves aprons." Queen Vic commissioned an 18" plaster fig leaf for her cast of Michelangelo's *David*. "The statue that advertises its modesty with a fig leaf brings its modesty under suspicion." - Mark Twain. Under a fig tree, Romulus & Remus, mythical founders of Rome, were nursed by a she-wolf and worlds away Buddha found enlightenment. Zechariah: "Nations shall beat their swords into plowshares - all will sit with their neighbor under a fig tree, never afraid." Mohammed: "Whoever eats seven *Tamr* (dates) at breakfast shall rise above magic and poison that day." The Hebrew word for Date palm "*Tamar*" connotes a woman's grace. "The only difference between a first date and a job interview is not many job interviews have a chance you'll end up naked." -Jerry Seinfeld. Psalm 92:12: "The righteous shall flourish like the Date palm." Thankfully all we need to do is pop open a bottle & rejoice... *L'Chaim!*

Jeremy Cowan, proprietor