

For Immediate Release

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HE'BREW BEER LAUNCHES INTO ITS SECOND DECADE OF DELICIOUS BEER AND DELICIOUS SHTICK

Kick Off To Second Decade Celebrated With Special Release of Three New "Chosen" Beers

Born and Based in San Francisco; Brewed and Bottled in New York - August 1, 2007 -- Shmaltz Brewing Company launches into its second decade of delicious beer and delicious shtick with the special edition release of three new "radical" beers including **ORIGIN: Pomegranate Ale** (8% alc., Spring '07), **Jewbelation Eleven** (11% alc., Winter '07) and **Rejewvenator (Year of the Fig)**, 9% alc., Spring '08). By popular demand, HE'BREW will continue production of **Bittersweet Lenny's R.I.P.A.** (a tribute beer to the late Jewish comedian Lenny Bruce, 10% alc.) throughout 2007. All four beers are available in 22 oz bottles and a very limited amount of draft for select bars.

After 10 years of wandering the American land of milk and honey, Shmaltz Brewing Company CEO Jeremy Cowan has sold over two and half million bottles of his award-winning creations. With almost 400% growth since introducing 6-packs and moving its production to the acclaimed Mendocino Brewing Company (Saratoga Springs, NY) in 2003, HE'BREW Beer has attracted a national cult following. By remaining true to its three pillars of Shmaltz -- Quality, Community and Shtick -- HE'BREW has established itself as a thriving brand, now available in over 22 states at more than 1,000 retail and specialty shops across the U.S. including Whole Foods, Beverages & More and Cost Plus.

The company's highly successful **Bittersweet Lenny's R.I.P.A.** launch event, "Homage to Lenny Bruce & Free Speech," at the 92nd Street Y in New York City last September featured top comedians Sarah Silverman, Lewis Black and Judy Gold. The evening was one of several fundraising efforts throughout the year, with a portion of the proceeds benefiting PEN Writers and CCR (Center For Constitutional Rights). HE'BREW Beer's 2006 Chanukah offering, **Monumental Jewbelation**, championed the winter seasonal beer market, selling-out at the turn of the New Year. Their festive national challenge, "Chanukah vs. Christmas: The Battle Royale of Beers," became one of the hottest holiday events in several major markets. Proprietor Jeremy Cowan continues to give presentations at top ranking extreme beer festivals, community events and non-profit organizations on *How It Took 10 Years and Radical Jewish Brewing To Make HE'BREW Beer a National Brand*.

The 2007 special releases are as follows:

ORIGIN: Pomegranate Ale

Celebrating its second decade of brewing, Shmaltz Brewing presents **ORIGIN: Pomegranate Ale**. A renewal of their original HE'BREW covenant, brewed once again after 10 years with the juice of over 10,000 luscious Pomegranates. **ORIGIN** is a complex, rich and balanced Imperial Amber Ale with a truly unique character. The only Pomegranate Strong Ale in the country, and the latest addition to HE'BREW Beer's permanent year-round lineup!

Bittersweet Lenny's R.I.P.A.

Shmaltz Brewing Company commemorates the 40th anniversary of the death of prophetic Jewish comedian Lenny Bruce with the release of **Bittersweet Lenny's R.I.P.A.** In keeping with Lenny Bruce's comedic style, this rye-based double IPA is brewed with an obscene amount of malts and hops with shocking flavors, far beyond contemporary community standards. **Bittersweet Lenny's R.I.P.A.** is the first offering in a new line called "The Shmaltz Tribute to Jewish Stars."

Jewbelation Eleven

Hitting stores in early October, the limited release of **Jewbelation Eleven** continues in its fourth year of production. Given a "5 Star" rating by *Celebrator Beer News*, brewed with 11 malts, 11 hops, and soaring to 11% alcohol, **Jewbelation Eleven** is the most extreme Chanukah beer ever created.

Rejewvenator (Year of the Fig)

HE'BREW Beer's new Annual Celebration Ale, **Rejewvenator (Year of the Fig)** debuts as a special addition to their fruit-infused line-up. Coming in at 9% alcohol, this opulent offering will be available in Spring 2008.

"I'm really proud of how HE'BREW Beer has attracted an exuberant cult following, and has grown to a national niche brand overflowing with exceptional beer, thought-provoking content and hilarious shtick," said Jeremy Cowan, CEO, Shmaltz Brewing Company. "Over the past 10 years, HE'BREW Beer has reached millions of people and our second decade marks our highest caliber of craft brewing yet, continuing to convert beer lovers everywhere to The Chosen Beers. I think our beers can now stand with the best gourmet microbrews in the country."

About Shmaltz Brewing Company

Shmaltz Brewing Company was established in 1996 by Jeremy Cowan. With over two and a half million bottles sold to date, the company's HE'BREW Beer has become a pop cultural phenomenon appearing in *Who Wants to Be a Millionaire*, *CNN Headline News*, *The Onion*, the motion picture *Garden State*, *Friends*, *The Today Show*, *Bravo*, *NPR's "Weekend Edition," The New York Times*, *Newsweek*, *JANE*, *Playboy*, *Associated Press*, *Reuters*, *San Francisco Magazine*, *MSNBC*, *The Jerusalem Report*, *New York Jewish Week* and *Forbes.com*.

The company's **Bittersweet Lenny's R.I.P.A.** was recently named "Best In Show" by the Saratoga Beer Festival, and *Playboy.com* gushes, "This brew is f@&#ing delicious." **Monumental Jewbelation** won a Silver Medal this year from the *Pacific Coast Brew News*, and *The Oakland Tribune* hails, "This is a beer not to miss." Enthusiastically touted by both critics and consumers alike, HE'BREW Beer kicks off its second decade of brewing as the Biggest, the Smallest, the Most Award-Winning and still the Only Jewish Celebration Beer in America. *L'Chaim!*

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