

For Immediate Release

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SHMALTZ BREWING COMPANY WANTS YOUR PICTURE!

ATTENTION
ALL BAR/BAT MITZVAH MEN AND WOMEN...
of all ages (over 21)

HE'BREW BEER TURNS 13!

Shmaltz Brewing Company Launches National Contest Seeking Bar/Bat Mitzvah Photos
*For Label of Anniversary Seasonal, **JEWBELATION BAR MITZVAH***

San Francisco, New York, Beyond! - July 2009 America's smallest, biggest and most award-winning Jewish (and now Sideshow Freak) Beer Company, Shmaltz Brewing celebrates its 13th year of delicious beer and delicious shtick with the special release of **JEWBELATION BAR MITZVAH**: their 13th Chosen Beer in 13 years of Shmaltz. Brewed with 13 malts, 13 hops and soaring to 13% alc, **Jewbelation Bar Mitzvah** will be nationally available in 22 oz. bottles and a very limited amount of draft for select bars.

Shmaltz Brewing turns 13 this year, which in Judaism marks the year of the Bar/Bat Mitzvah, the coming of age for a Jewish boy or girl. Shmaltz embraces this monumental occasion by inviting consumers to submit Bar/Bat Mitzvah photographs for potential inclusion on the label of **Jewbelation Bar Mitzvah**. The national contest runs from now until September 1, 2009; photos can continue to be submitted until Chanukah 2009 as all images will be posted on the Shmaltz website.

Shmaltz welcomes pictures of all Bar/Bat Mitzvah men and women (21+ only)! Bring on the braces, awkward suits, frizzy hair, '80s-tastic family portraits with Aunt Linda and Uncle Dan... and celebrate the day you became an adult. The "winning" photos in each of these categories will receive a HE'BREW Bar Mitzvah Gift Set and be featured on Shmaltz's website: "Best Hair," "Best Family Photo," "Most Awkward Moment," "Youngest-Looking Adult," "Funniest Shot," "Best-Dressed," "Best Braces," and "Best Dance Moves."

Shmaltz looks forward to laughing with you, not at you... Please send photos with your name, date and location of event to info@shmaltzbrewing.com. If you are on Facebook, join their group "The Jewbelation 13 Project," and check out some photos they've collected, post your picture, and become a fan of Shmaltz Brewing and HE'BREW Beer.

The national launch of **Jewbelation Bar Mitzvah** will take place at the Great American Beer Festival in Denver, CO from September 24-26, 2009. This winter, HE'BREW will host special **Jewbelation Bar Mitzvah** parties in New York City and San Francisco, CA. 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 2007's **Jewbelation Eleven** has a score of 97 out of 100 with *Ratebeer.com*. 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.”

About Shmaltz Brewing Company

Established in San Francisco in 1996 with the first batch of 100 cases of HE'BREW Beer bottled, labeled, and delivered by hand, Shmaltz Brewing Company introduced 6-packs in 2003 and moved its production East to the acclaimed Mendocino Brewing Company's Saratoga Springs, NY brewery. 2003 to 2008 saw over 1000% growth in sales, with over 5 million bottles sold to date. HE'BREW's award-winning lineup includes its flagship Genesis Ale and Messiah Bold as well as Rejewvenator, Origin Pomegranate Strong Ale, Bittersweet Lenny's R.I.P.A., and the “extreme” Chanukah annual, Jewbelation.

Along with their acclaimed line of HE'BREW Beers, Shmaltz introduced its new line of sideshow-inspired Coney Island Craft Lagers™ with six featured attractions including Coney Island Lager™, Albino Python™, Sword Swallower™, Human Blockhead™, Mermaid Pilsner™, and Freaktoberfest™. 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*, *Who Wants to Be a Millionaire*, *Forbes.com* and *Entrepreneur.com*.

For more information, please visit www.shmaltzbrewing.com

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