

For Immediate Release

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***American Craft Breweries Investment in Limited-Edition Holiday Beers
Brings Increase in Sales with Dedicated Consumer Base***

New York, San Francisco, Beyond! – November 30, 2012 – While most large corporations slash their prices during the holiday season to encourage consumers to buy products, craft breweries do the opposite - instead releasing their best (often priciest) seasonal beers during the season of giving. Rather than barrage consumers with the lowest common denominator, the craft beer industry embraces the unique relationship they have with their consumer base - offering them something exceptional and worth the extra investment, at a truly special time in the year. As a result, craft breweries profits increase by offering limited edition, specialty beers, while simultaneously celebrating their product, the entire craft beer industry, the holidays, AND the wildly enthusiastic and rapidly growing beer community as a whole.

Shmaltz Brewing Company, handcrafters of HE'BREW - The Chosen Beer®, celebrates Chanukah 2012 with the special release of **Jewbelation Sweet 16®** (22 oz, \$10) and the **HE'BREW Holiday Gift Pack®** (eight 12 oz bottles, \$30). A complex, enormous brown ale with a dynamic labyrinth of multi-layered flavors, **Jewbelation Sweet 16®** is brewed with 16 malts, 16 hops, and soars to 16% alc. The **HE'BREW Holiday Gift Pack®** features eight 12 oz. bottles of Shmaltz beers that consumers cannot buy at any other time of year. It includes a custom glass, Chanukah candles, instructions on "How To Build Your Own Beer Menorah," and a Facebook Beer Menorah photo contest begins on Monday, December 3, 2012 - all adding value for consumers and encouraging them to pay a bit more for something intriguing.

Winter seasonal beers are currently on shelves across the country, with other standout selections including **Anchor Brewing's Christmas Ale** (1.5 liter, \$15.99), **Firestone Walker's 16th Anniversary Ale** (22 oz, \$23.99), and **Stone Brewing's Vertical Epic Ale** (22 oz, arriving on Dec. 12, 2012).

Clearly, craft beer enthusiasts are willing to spend a few dollars extra during the holiday season to assure they are purchasing the highest quality American craft beer on the market.

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* and *Epicurious.com*.

For more information, please visit:

www.shmaltzbrewing.com

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