

For Immediate Release

Media Contact:

Jesse P. Cutler @ JP Cutler Media
(o) 415.655.3431
(e) publicity@jpcutlermedia.com



HOW TO MAKE IT FUNKY, IN HE'BREW...

Shmaltz Barrel Aged Release #6

Funky Jewbelation®

*A Blend of Six Ales Aged in Rye Whiskey and Bourbon Barrels
9.8% alc, March - June 2012*

New York, San Francisco, Beyond – March 23, 2012 – The sixth member in Shmaltz Brewing's Limited Engagement Barrel-Aged series, **Funky Jewbelation®** features a blend of six Shmaltz beers aged in bourbon and rye whiskey barrels, and dances in at 9.8% alc. **Funky Jewbelation®** is an expert mashup of **Jewbelation 15®** (aged three months), **Vintage Jewbelation®** (aged nine months), **Bittersweet Lenny's R.I.P.A.®** (aged one month), **Origin Pomegranate Strong Ale®** (aged 14 months), **Reunion Ale '11®** (aged seven months), and **Messiah Nut Brown Ale®** (aged 14 months). **Funky Jewbelation®** will be nationally available in 22 oz. bottles and a limited amount of draft at select bars from March - June 2012.

Funky Jewbelation® marks the latest offering in Shmaltz's ambitious barrel-aging program, which 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®** (second coming of **Barrel-Aged Blockhead®** hits shelves in May 2012); and the 99-rated (on RateBeer.com) **HE'BREW Genesis 15:15®**, a 15% ABV. Another standout member in the series is **Geektoberfest®**, a barrel-aged collaboration beer brewed by Shmaltz, Captain Lawrence Brewing and Ithaca Beer Co. Shmaltz will release **Geektoberfest®** for the third year in a row at select NYC bars and restaurants in fall 2012.

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 can stand 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* and *Epicurious.com*.

For more information, please visit:

www.shmaltzbrewing.com

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