

# Epicurious.com

## He'Brew Gets Freaky: Sideshows Inspire New Coney Island Craft Lagers

by James Oliver Cury  
on 06/19/08 at 11:02 AM



Jeremy Cowan, the founder of Shmaltz Brewing Company, has never lacked for concepts. His line of He'Brew Beers mined the depths of Jewish punnery: I especially liked the shamelessness (and taste) of **Rejewvenator** and **Jewbelation**. Now he's making nondenominational beers that play with sideshow themes.

**Coney Island Lager**, **Sword Swallower** (Steel Hop Lager), and **Albino Python** (white lager brewed with spices) are the "year-round" attractions; **Human Blockhead** (Tough as Nails Lager) is available January through March, and Coney Island **Freaktoberfest** comes out September to October. All cost \$5 a pop. For more info, check out the website or visit Brooklyn sometime and drink with the locals at one of these places.

One last thing: Take a look at the rather suggestive closeup of that Albino Python label (after the jump). Has a graphic designer crossed the line with this one?