

\*\*\*For Immediate Release\*\*\*

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**SUMMER OF CONEY ISLAND 2009 KICKS-OFF WITH A STUNNING NEW SPECTACLE:**

## **CONEY ISLAND *MERMAID PILSNER*<sup>™</sup>**

***San Francisco, New York, Beyond!* – June 2009** Shmaltz Brewing Company, ringleaders of the new **Coney Island Craft Lagers<sup>™</sup>**, releases a special draft-only summer attraction exclusively for New Yorkers: **Coney Island Mermaid Pilsner<sup>™</sup>** (5.3% alc). The latest curiosity in the new line of sideshow-inspired lagers, **Mermaid Pilsner<sup>™</sup>** will stun beer aficionados and novices alike as she marches into beer glasses at this year's Mermaid Parade in Coney Island, NY on Saturday, June 20, 2009. Join the Shmaltz crew for the official launch party of **Mermaid Pilsner<sup>™</sup>** at the Freak Bar (W 12<sup>th</sup> Street & Surf Avenue) following the Mermaid Parade.

Summer of Coney Island 2009 begins with the launch of **Mermaid Pilsner<sup>™</sup>** and continues with an array of outrageous Shmaltz events throughout the summer culminating with the 2<sup>nd</sup> Annual Coney Island "Freaktoberfest" Boutique Beer & Music Festival happening on Saturday, October 3, 2009 at Public Assembly in Williamsburg, NY. The 2<sup>nd</sup> Annual Festival will serve as the official national release of **Coney Island Freaktoberfest<sup>™</sup>** (6.66% alc, Halloween 2009). For detailed event info, please visit [www.shmaltzbrewing.com](http://www.shmaltzbrewing.com).

In perfect Shmaltz fashion, **Mermaid Pilsner<sup>™</sup>** is an innovative take on classic pilsner styles featuring 8 flavorful specialty malts including Canada 2-Row, Canada Rye Malt, Canada Wheat Malt, Fawcett Crystal Rye Malt, G & P Flaked Oats, Malt Pils, Best Malz Caramel, and Best Malz Vienna intertwining with 5 evocative hops such as Amarillo, Crystal, Tettnang, Columbus, and Warrior. **Mermaid Pilsner<sup>™</sup>** will be available on draft at select NYC bars starting this month.

### **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](http://www.shmaltzbrewing.com)

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