



# SHMALTZ BREWING COMPANY

## MEDIA & INDUSTRY MONTHLY HIGHLIGHTS



### BELIEVE THE HYPE: "GIMMICKY OR GOOD? BOTH!"

Greetings Friends!!

This is NOT an Oktoberfest... This is FreaKtoberfest! Shmaltz Brewing Company proudly releases the second coming of a bewitching offering of the season: Coney Island FreaKtoberfest™. A tasty treat for Oktoberfest through Halloween, Coney Island FreaKtoberfest™ is artfully crafted to lure the spirit's deepest rapture, conjured to exorcise the grim horrors of the armies of soulless Lagers everywhere. 22 oz. bottles and a limited supply of kegs will be available starting October 1, 2009.

Shmaltz nationally launches Coney Island FreaKtoberfest(TM) at the 2nd Annual FREAKTOBERFEST Boutique Beer & Music Festival on Saturday, October 3 at Public Assembly in Brooklyn, NY (see event details below). Additional FreaKtoberfest events across the country will be announced soon at [www.shmaltzbrewing.com](http://www.shmaltzbrewing.com).

Please take a look at the Shmaltz updates for our family of wholesalers, retailers, and bar owners on all the latest and greatest press accolades, Shmaltz GABF event info, September Jewish holidays, and a sneak preview of Jewbelation Bar Mitzvah: our 13th Chosen Beer in 13 years of Shmaltz. That's right, this year Shmaltz turns 13, which in Judaism marks the year of the Bar/Bat Mitzvah (the coming of age for a Jewish boy or girl). Brewed with 13 malts, 13 hops and soaring to 13% alc, Jewbelation Bar Mitzvah will be available beginning October 1, 2009.

To download the September 2009 Media & Industry announcement, please visit [www.shmaltzbrewing.com](http://www.shmaltzbrewing.com)

### JEWISH HOLIDAYS THIS MONTH: ROSH HASHANAH (JEWISH NEW YEAR)



Coming up on Friday, September 18, 2009, Rosh Hashanah (Jewish New Year) marks the first of the High Holidays, which concludes with Yom Kippur (Jewish Day of Atonement) on Sunday, September 27, 2009. Sukkot (Pilgrimage Festival) also occurs on Friday, October 2, 2009. In a time of family gatherings, special meals and sweet foods, HE'BREW Beer's line-up is the perfect complement with such featured selections as Genesis Ale, Rejewvenator, Origin Pomegranate Strong Ale and Messiah Bold. Check out what the press is saying about each specialty brew. Happy Holidays and a sweet New Year to all!

**Genesis Ale:** "4 Stars...This lovely ale deserves a wide interdenominational audience!" -*San Diego Union-Tribune*

**Rejewvenator:** "The best Summer 2009 release that's against the season is without a doubt HE'BREW's Rejewvenator." -*San Jose Mercury News*

**Origin Pomegranate Strong Ale:** "Far from kitschy or bizarre, this is a superbly conceived beer, completely and utterly delicious." -*Patterson's Tasting Panel*

**Messiah Bold:** "HE'BREW could bring a whole new meaning to the term High Holidays...genuinely delicious brew!" -*Jerusalem Report*

### INDUSTRY QUOTES OF THE MONTH:

"Freaktoberfest is a great playful approach to the staid and traditional realm of the Oktoberfest style. We're always delighted to see our customers' faces go from shock to awe to appreciation when we put a cold blood red pint of it in front of them. Plus, the hoppy structure pairs beautifully with food." - *Andy Gonzales, Stienbecks, Atlanta, GA*

"I love the Coney Island logo work... it's quality brewing with an array of different styles and always something fresh for people to try out." - *Bobby Clarke, British Brewing Company, Plymouth, MA*

"It's refreshing to see a brewery with a specialty line of craft lagers. With the amount of damage the macro industry has done to them, just the mention of the word 'lager' conveys images of watery, bland, lifeless beers to even the most staunch craft beer lovers. Shmaltz has put the enjoyment and craft back into producing lagers, and with a myriad of unique ingredients and a wide range of styles, has helped revive and 'rejewvenate' a much deserving segment of craft beer." - *Clark Van Vliet, Sunset Grill and Tap, Allston, MA*

### SHMALTZ RELEASES JEWBELATION BAR MITZVAH @ GABF!



Shmaltz will host two special events at this year's GABF, which will serve as the national launch of Jewbelation Bar Mitzvah:

**Thursday, September 24, 2009 @ Falling Rock Tap House (10pm)**- Shmaltz celebrates its 13th birthday with the official unveiling of Jewbelation Bar Mitzvah.

**Friday, September 25, 2009 @ GABF (8pm - 9pm)**- Shmaltz proprietor Jeremy Cowan, the Shmaltz posse and Joe Carroll of Brooklyn's famous Spuyten Duyvil and Fette Sau will launch Jewbelation 13 with an outrageous Craft Beer Bar Mitzvah throw-down.

Any good Jewish celebration demands delicious food, and Williamsburg Brooklyn's Fette Sau (named by Zagat as "Best BBQ in NYC") has stepped up to the culinary pulpit to create divine pairings that are sure to make you yell "L'Chaim!!" Our Bar Mitzvah party at GABF on Fri. Sept. 25 at the Beer and Food Pavilion will feature a variety of Shmaltz beers as well as Fette Sau's classic and innovative offerings. So bring on the braces, awkward suits, and frizzy hair (just be over 21 by 8pm), and join the Tribe!

NOW AVAILABLE!



### FREAKTOBERFEST QUOTES

"Gimmicky or Good? BOTH! This is a fun, offbeat and tasty lager." - *Beer Advocate*

"Freaktoberfest packs a huge hop flavor...Hop heads, welcome to paradise." - *TheFullPint.com*

"It's always nice to find a beer that fits the occasion. For Halloween, what better than a cloudy blood red beer with a crazy carnival theme. Thank you Shmaltz for FreaKtoberfest." - *Brewed For Thought*

"Shmaltz got me hooked and it all started with a crazy smiling face. FreaKtoberfest is smooth and creamy... an easy drinking, enjoyable beer good value." - *A Night With The Hops*

"...if you're looking for something "freaky" to bring to a Halloween party, FreaKtoberfest might be just the trick." - *Beer-Babe.com*

"A guaranteed spine tingler." - *Savannah Distributing Co. Craft Beer Report*

### UPCOMING SHMALTZ EVENTS

**SEPTEMBER 11 - 20 (NYC): NY CRAFT BEER WEEK**  
(Shmaltz events at select venues in NYC. For more info, please visit [www.shmaltzbrewing.com](http://www.shmaltzbrewing.com))

**THURSDAY, SEPTEMBER 17 (BROOKLYN, NY): BARCADE**  
(NY Craft Beer Week, 388 Union Avenue, 6pm - 10pm)

**FRIDAY, SEPTEMBER 18 (NYC): BLIND TIGER**  
(NY Craft Beer Week, 281 Bleecker Street, 3pm - 5pm)

**THURSDAY, SEPTEMBER 24 (DENVER, CO): FALLING ROCK TAP HOUSE**  
(1919 Blake Street, 10pm) To celebrate our coming of age, Falling Rock Tap House will, again, be graciously hosting the launch of our newest Jewbelation anniversary ales: Jewbelation Bar Mitzvah. Join the Shmaltz crew to be among the first to taste our latest beer!

**FRIDAY, SEPTEMBER 25 (DENVER, CO): GREAT AMERICAN BEER FESTIVAL**  
(Beer and Food Pavilion, 8pm - 9pm) Come celebrate with Shmaltz proprietor Jeremy Cowan, the Shmaltz posse, and Joe Carroll of Brooklyn's famous Spuyten Duyvil and Fette Sau, for the ultimate Bar Mitzvah throw-down! As we launch Jewbelation Bar Mitzvah, Williamsburg Brooklyn's Fette Sau has stepped up to the culinary pulpit to create divine pairings that are sure to make you yell "L'Chaim!!"

**SATURDAY, OCTOBER 3 (BROOKLYN, NY): PUBLIC ASSEMBLY**  
(70 N 6th Street) 2nd Annual FREAKTOBERFEST Boutique Beer & Music Festival: Mark your calendar as Shmaltz joins forces with their favorite breweries including Dogfish Head, Stone, Ithaca, Sixpoint and many others for Brooklyn's most anticipated beer extravaganza! For more info, please visit [www.freaktoberfest.com](http://www.freaktoberfest.com).

For a detailed list of all upcoming Shmaltz events, please visit: [shmaltz.com/HEBREW/calendar.html](http://shmaltz.com/HEBREW/calendar.html)

Check out Shmaltz on Wikipedia: [en.wikipedia.org/wiki/Shmaltz\\_Brewing\\_Company](http://en.wikipedia.org/wiki/Shmaltz_Brewing_Company)

To download a PDF of the September 2009 Media & Industry Highlights announcement, please visit: [shmaltzbrewing.com/CONEY/media](http://shmaltzbrewing.com/CONEY/media)

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