



SHMALTZ BREWING COMPANY

MEDIA & INDUSTRY MONTHLY HIGHLIGHTS



BELIEVE THE HYPE: "6 MALTS, 6 HOPS, 6.66% ALC, HOW AWESOME IS THAT!"

Greetings Friends!!

The time has come for Shmaltz to unleash the second coming of a bewitching offering of the season: Coney Island Freaktoberfest™. A tasty treat for 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. Boiled and toiled in our stainless cauldrons with 6 malts, 6 hops, and 6.66% alc, Shmaltz's latest Fall attraction is now available nationwide.

Shmaltz nationally launched Coney Island Freaktoberfest™ at the 2nd Annual FREAKTOBERFEST Boutique Beer & Music Festival on Saturday, October 3 at Public Assembly in Brooklyn, NY. It was an ultimate Shmaltz throw-down, don't miss out next year (event photos are listed below)!

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, photos from the 2nd Annual FREAKTOBERFEST and GABF, and Freaktoberfest events happening across the country. Also, check out the Shmaltz crew interviewed on MAXIM.com, and the San Francisco Business Times feature story on Shmaltz (SF Business Times just ranked Shmaltz among the "Top 20 Fastest Growing Companies" in the Bay Area).

To download the October 2009 Media & Industry announcement, please visit the link listed below.

NOW AVAILABLE!



FREAKTOBERFEST QUOTES

"Right off the bat I knew I had to try it. That creepy little tattooed dude with that crazy, wicked smile just screamed "YOU MUST DRINK ME"! Plus the beer is made with 6 malts, 6 hops and is a 6.66% ABV blood red lager. Hello?? How awesome is that for the Halloween season?"
-[The Beer Buddha Blog](#)

"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 and 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." -[BeerBabe.com](#)

"A guaranteed spine tingler." -[Savannah Distributing Co. Craft Beer Report](#)

UPCOMING SHMALTZ EVENTS

WEDNESDAY, OCTOBER 21 (VENICE, CA): THE OTHERROOM (LA Beer Week, 1201 Abbot Kinney Blvd, 6pm - 9 pm) Join Shmaltz rep Zak Davis as he unleashes Freaktoberfest™ to LA beer geeks. The full line up of Coney Island Craft Lagers™ will be available for tasting.

WEDNESDAY, OCTOBER 21 (NYC): SUPERDIVE (200 Ave A, 6pm) Elegantly Wasted Wednesdays features various Shmaltz selections including Mermaid Pilsner™, Jewbelation Bar Mitzvah, Barrel Aged Origin, Barrel Aged Human Blockhead™, and Freaktoberfest™.

THURSDAY, OCTOBER 22 (SAN FRANCISCO, CA): ELIXIR (3200 16th Street, 9pm - 11 pm) Freaktoberfest™ hits the Bay Area! Come party with the Shmaltz SF based crew for a taste of our freakiest beer yet.

THURSDAY, OCTOBER 22 (LOS ANGELES, CA): DESCANSO GARDENS (LA Beer Week, 1418 Descanso Dr., 3pm - 8pm) Check out the Shmaltz booth at LA Beer Week's closing event.

SATURDAY, OCTOBER 24 (CONEY ISLAND, NY): CONEY ISLAND USA (1208 Surf Ave, 8pm - 12am) Freaktoberfest™ will be flowing all night at the Halloween Spooktacular event featuring burlesque beauooties, sideshow spooks, and variety vampires!

WEDNESDAY, OCTOBER 28 (NYC): MANCHESTER PUB (920 2nd Ave, 7pm) Come celebrate with the Shmaltz NYC based posse for a Coney Island Freaktoberfest™ launch party!

WEDNESDAY, OCTOBER 28 (NYC): THE STAG'S HEAD (252 E. 51st Street, 6pm - 8pm) Freaktoberfest™ Happy Hour!

THURSDAY, OCTOBER 29 (NYC): BRONX ALEHOUSE (216 W. 238th Street, 7pm) Come taste the full line up of Coney Island Craft Lagers™ and check and check out artwork by Cool Hand Tattoos. Donny Vomit, the MC of the Coney Island Sideshow, will perform.

THURSDAY, OCTOBER 29 (ATLANTA, GA): CHARLIE MOPPS PUBLIC HOUSE (5830 Roswell RD, 9pm) Freaktoberfest™, Sword Swallower™, and Coney Island Lager™ will be available for tasting, and Capt. Stab-tuggo will perform.

THURSDAY, OCTOBER 29 (CHICAGO, IL): CIGARS AND STRIPES COMEDY (6715 W. Ogden Ave, 7pm- 10pm) Coney Island Beer Tasting Event featuring Freaktoberfest™ and over 60 other American craft beers. Live performances by Happy The Human Pincushion, Johnny Mercedes and many others.

SATURDAY, OCTOBER 31 (BROOKLYN, NY): CANAL BAR (270 3rd Ave, 8pm) A fun costume party with Freaktoberfest™ and Mermaid Pilsner™ on draft.

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

Check out Shmaltz on Wikipedia:
en.wikipedia.org/wiki/Shmaltz_Brewing_Company

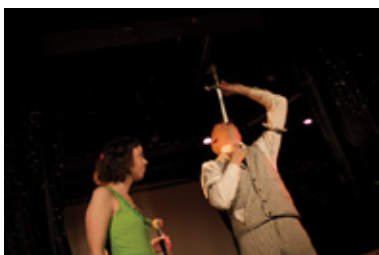
To download a PDF of the October 2009 Media & Industry Highlights announcement, please visit:
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EXCEPTIONAL BEER & OUTRAGEOUS FUN AT THE 2ND ANNUAL FREAKTOBERFEST



34 delicious breweries, beautiful burlesque dancers, spellbinding live musicians, and a haunting array of live freaks and beer geeks gathered for the ultimate Shmaltz throw-down at the 2nd Annual FREAKTOBERFEST Boutique Beer & Music Festival in Brooklyn, NY (October 3, 2009). Check out the lovely ladies of Burlesque & Go Go on the main stage at Public Assembly. The above image includes Legs Malone, Bloody Belle, Lil Miss Lixx, and Rosie 151.



Donny Vomit, the Human Blockhead and current MC of the Coney Island Sideshow, showed off his chilling talents to a packed crowd. Here he enlists the help of an audience member as he swallows his sword.



The lead guitarist from Brooklyn-based band Workout rocked it out with his rad V-neck guitar as they primed the stage for Sex Slaves, Dallas Hangover and Stumblebumbrass-band.

INDUSTRY QUOTES OF THE MONTH:

"Holy s*** the color. Easy to drink. Coney Island Freaktoberfest is not at all what you would expect." -[Leah Ryan-Huss, Papago Brewing Company, Scottsdale, AZ.](#)

"I love Freaks. With 6 malts & 6 hops at 6.66%, I couldn't help but appreciate the symmetry. Freaktoberfest was clearly right up my alley. Freaktoberfest pours a color of fresh blood, like a possessed red pop out for revenge. That's where all the potential evil ended. It revealed itself to be a crisp and refreshing lager both subtle and balanced." -[Mark Kocher, Cavalier Distributing, Indianapolis, IN.](#)

SHMALTZ RELEASES JEWBELATION BAR MITZVAH @ GABF!



The national launch of Jewbelation Bar Mitzvah just took place at the Great American Beer Festival in Denver, CO. Shmaltz proprietor Jeremy Cowan joined forces with Joe Carroll of Brooklyn's famous Spuyten Duyvil and Fette Sau on Friday, September 25 at the Beer and Food Pavilion to present *Jewbelation 13: A Craft Beer Bar Mitzvah*. The crowd celebrates the release of Jewbelation Bar Mitzvah by wearing Shmaltz's signature yamakas at the event!



This winter, HE'BREW will pit Jewbelation Bar Mitzvah along with other Chosen Beers against national holiday beer luminaries in their annual challenge "Chanukah vs. Christmas: The Battle Royale of Beers" in NYC, San Francisco, Seattle, Portland, Atlanta, Connecticut, Baltimore and additional cities t.b.a.. Designed by Shmaltz's Art Director Matt Polacheck, Jewbelation Bar Mitzvah's artwork incorporates consumer submitted Bar/Bat Mitzvah photos culled from Shmaltz's recent national photo contest.