



SHMALTZ BREWING COMPANY

MEDIA & INDUSTRY MONTHLY HIGHLIGHTS



BELIEVE THE HYPE: "JEWBELATION BAR MITZVAH IS JUST PHENOMENAL!"

Greetings Friends!!

The time has finally come! America's smallest, biggest and most award-winning Jewish (and now Sideshow Freak) Beer Company turns 13 this year. Shmaltz Brewing celebrates its 13th year of delicious beer and delicious shtick with the special release of **JEWBELATION BAR MITZVAH**: their 13th Chosen Beer in 13 years of Shmaltz. Brewed with 13 malts, 13 hops and soaring to 13% alc, Jewbelation Bar Mitzvah is now nationally available in 22 oz. bottles and a very limited amount of draft for select bars.

Since its inception in 2004, Shmaltz's Jewbelation series has been touted by critics receiving top accolades including "5 Stars" from *Celebrator Beer News*, "Best Holiday Beer" by *Pacific Brew News*, and *Playboy Magazine* pegging Jewbelation Twelve as one of the "Best Winter Brews." A recent issue of *Beer Advocate* (Volume II, Issue VIII) commented, "Today, Jeremy Cowan of Shmaltz Brewing Company is arguably making some of the best contract-brewed beers in America."

Join Shmaltz Brewing as they toast *L'Chaim* as they mark their momentous coming of age with their annual challenge *Chanukah vs. Christmas: The Battle Royale of Beers* happening in a city near you (see detailed event info listed below)! Official Bar Mitzvah events will commence in the New Year. To download the November 2009 Media & Industry announcement, please visit the link listed below.

JEWBELATION BAR MITZVAH'S LABEL MIGHT FEATURE YOUR PICTURE!



Over the Spring and Summer, Shmaltz launched a national photo contest inviting consumers to submit Bar/Bat Mitzvah photographs to be included on the label of Jewbelation Bar Mitzvah. Shmaltz's Art Director Matt Polacheck received several hundred pictures and selected his top favorites. The above shots are among the 169 (13 photos x 13 photos) images that appear on the amazing label design.

Coming up in early 2010, Shmaltz will select the "winning" photos in each of these categories: "Best Hair," "Best Family Photo," "Most Awkward Moment," "Youngest-Looking Adult," "Funniest Shot," "Best-Dressed," "Best Braces," and "Best Dance Moves." Winners will receive a HE'BREW Bar Mitzvah Gift Set and be featured on Shmaltz's website.

INDUSTRY QUOTES OF THE MONTH:

"Stop bogarting the lox and Jewbelation." -Chris Black, Owner - *Falling Rock Tap House, Denver, Co*

"Shmaltz has an exquisite selection and a VARIETY of beers... excellent taste and price with something for every palate." -Jonathan, *Ball Square Fine Wines and Liquors, Somerville, MA*

OVER THE YEARS, THE PRESS HAS RAVED ABOUT JEWBELATION!

"If the ABV doesn't warm your insides, contemplating the zenlike perfection of this beer's stats should do the trick."

-*The Oregonian* (Jewbelation 12)

"So why not a jolly Hanukkah beer, too? The crafty folks at HE'BREW have answered that prayer with Jewbelation 12, a big-boy dark ale that really lit my menorah. It's among the best efforts I've tasted yet from New York-based Shmaltz Brewing Company." -*Philadelphia Inquirer*



"Tasteful ethnic humor? Yes! HE'BREW's Jewbelation Eleven beer makes holiday bashes of all stripes more fun." -*SELF Magazine*

"Top 5 Holiday Beers: It may be tempting to write off this Hanukkah beer as a gimmick, but to do so would be a mistake, as this is one serious brew." -*Epicurious.com* (Jewbelation 12)

"Great balance and a brisk, unsticky finish makes this a fine choice for holiday parties and meals." -*San Diego Union Tribune* (Jewbelation 11)

"Forget the economy and give yourself a holiday gift, I urge you to try Jewbelation 12." -*Marin Independent Journal*

"(Holiday Gift Guide) 35 treats for foodie friends: Jewbelation 12" -*NY Post*

"There are so many flavors in Jewbelation 12 it is wonderful...This is simply a marvelous ale." -*Legal Beer Blog*

"I intend on making my way back to the store, and buying the rest of the stock of Jewbelation 12 so that I can observe the changes that time inflict upon this beer over the next few years. Be looking for Jewbelation 13!" -*Thank Heaven for Beer Blog*

"Jewbelation 12 takes you on a smooth velvety ride...it will age superbly for years to come." -*Liquid Solutions Blog*

"This beer should be appreciated by anyone looking for a nice winter warmer this season. Heck, if you're planning on celebrating Hanukkah this year you can probably have eight! Props to the brewers on this fine offering." -*Pacific Brew News* (Jewbelation 5766, 2005)

"You don't have to be Jewish or celebrate Hanukkah in order to enjoy a pint of the one ale made with that holiday in mind: Monumental Jewbelation. It is a beer with chutzpah." -*Tallahassee Sentinel*



NOW AVAILABLE!



JUST IN: JEWBELATION BAR MITZVAH QUOTES

"This is just phenomenal. I'm just thrilled with it. I'm like a little kid that just got everything he wanted for Christmas!" -*John's Bier Blog*

"Jewbelation 13 is an excellent beer bordering on absolutely outstanding." -*Bike Beer Blog*

"It's a big year for the crazies at Shmaltz, and they're marking their 13th as you might expect — with their biggest Jewbelation yet.

Triskaidekaphobes might avoid this one, with its 13 malts (including two rye variations) and 13 barleys." -*Denver Post*

"Grab a bottle before this limited release runs out." -*Draft Magazine*

"This shit is gonna get the party started!" -*Racket Magazine*

"Shmaltz Brewing Company's Jewbelation anniversary ales are among its best offerings, with each one upping the ante on ingredients and ABV on the year before." -*Creative Loafing*

"The great folks at Shmaltz came up with another beer that is cheeky in name but nothing but quality in it's beer." -*Mike Loves Beer Blog*

"Another fine Jewbelation brew from Shmaltz." -*The Three Beermigos Blog*

UPCOMING SHMALTZ EVENTS

MONDAY, DECEMBER 7 (ATLANTA, GA):
STEINBECK'S (659 E Lake Drive) Join Shmaltz rep Darren Quinlan for a special beer dinner featuring selections in both the HE'BREW and Coney Island Craft Lagers™ lines.

SATURDAY, DECEMBER 12 (BROOKLYN, NY):
SPUYTEN DUYVIL (359 Metropolitan Ave, 5pm - 9pm) "Chanukah vs. Christmas: Beer & BBQ Battle Royale." It's time for everyone's favorite holiday grudge match. Shmaltz will pit Jewbelation Bar Mitzvah against Christmas ales from the finest craft breweries in the world. Beers at Spuyten Duyvil, and BBQ across the street at Fette Sau.

SATURDAY, DECEMBER 12 (BROOKLYN, NY):
KNITTING FACTORY (361 Metropolitan Avenue, 7pm) "Major League Dreidel 2009 Tournament." Top dreidel spinners from around the country will assemble on the second night of Hanukkah to battle for gelt and glory. Several HE'BREW beers will be available at the bar.

TUESDAY, DECEMBER 15 (BROOKLYN, NY):
BAR GREAT HARRY (280 Smith Street, 7pm) Join the NYC Shmaltz posse at this Chanukah celebration featuring Jewbelation Bar Mitzvah, RIPA, Rejewenator 2009, and other HE'BREW beers.

THURSDAY, DECEMBER 17 (ASHEVILLE, NC):
THIRSTY MONK (92 Patton Avenue) Shmaltz rep Darren Quinlan launches Jewbelation Bar Mitzvah in Asheville.

FRIDAY, DECEMBER 18 (SAN FRANCISCO, CA):
DNA LOUNGE (375 Eleventh Street, 9pm) "Hubba Hubba Revue: Chrismanukkah" Shmaltz joins SF's favorite burlesque group Hubba Hubba Revue for a holiday throwdown featuring several HE'BREW beers on special.

SUNDAY, DECEMBER 20 (BROOKLYN, NY):
THE WAY STATION (683 Washington Ave) "Chanukah vs. Christmas: The Battle Royale of Beers." The event will feature DJ Mikey Palms, a holiday themed burlesque show, and the full line-up of HE'BREW beers.

THURSDAY, DECEMBER 24 (NYC):
BAR XII (206 East 34th Street) Come celebrate with the Shmaltz crew on Christmas Eve as they toast L'Chaim! with the delicious new Jewbelation Bar Mitzvah.

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 November 2009 Media & Industry Highlights announcement, please visit:
shmaltzbrewing.com/CONEY/media

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www.shmaltzbrewing.com

Shmaltz
Brewing Company
Est. 1996

Brewed & Bottled in New York

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