

For Immediate Release

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LAGER FREAKS & BEER GEEKS...STEP RIGHT UP!!!

SHMALTZ BREWING COMPANY PROUDLY INTRODUCES THE RETURN OF A STUNNING OFFERING OF THE SEASON:

CONEY ISLAND *Human Blockhead*™

New York, NY – January 2010 – Shmaltz Brewing Company, ringleaders of the new line of sideshow-inspired **Coney Island Craft Lagers™**, is excited to announce the return of their seasonal attraction, **Coney Island Human Blockhead™** (Tough-As-Nails Strong Lager). 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. **Coney Island Human Blockhead™** is nationally available in 22 oz. bottles and a very limited supply of kegs at specialty shops and select bars from January - April 2010.

Pound for pound, **Coney Island Human Blockhead™** is a finely crafted professional. 8 specialty malts of barley, wheat, rye, and oats create an enormously developed body. Juggling 6 hop varieties from European Noble roots to American Pacific Northwest new school flavors balances this weighty task. Traditional proprietary Lager yeast shines true elegance on this innovative recipe for a complex demonstration of pure enjoyment. 10% alcohol nails it home.

Originally developed by renowned magician and sideshow performer Melvin Burkhardt, the "human blockhead" stunt remains a staple at the Coney Island sideshow to this day. With Burkhardt leaving after 25 years of performance in Coney Island, the act is kept alive by the current MC of the CI Sideshow, Donny Vomit. The sideshow runs from April – September, and since Donny joined in 2004, he has performed over 2,000 shows. He comments, "As a kid, I always thought it would be cool to have an action figure made after me, but having a kickass beer is a whole lot better. Drink my beer!!" **Coney Island Human Blockhead™** pays delicious tribute to the wildly mustachioed MC and the legacy of this shocking act.

Coney Island Craft Lagers™ features three year-round attractions. **Coney Island Albino Python™** (White Lager, 6% alc) entwines the sensual dance of provocative hops and spices of ginger, orange peel, and crushed fennel seed with a sumptuous and elegant malt body of wheat, barley and a touch of oatmeal. **Coney Island Sword Swallower™** (Steel Hop Lager, 6.8% alc) gracefully thrusts 8 penetrating hops into the inner sanctum of its 4 luscious malts. Astonishing in depth...dazzling in mouthfeel...a truly scintillating brewing performance! The flagship **Coney Island Lager™** (5.5% alc) debuted in the summer of 2007 as a hybrid mashup of styles between European tradition, a rare lineup of 8 malts, and 6 hops strongly characteristic of American craft, all pitched with Czech Pilsner yeast. **Coney Island Craft Lagers™** also features two seasonal curiosities including **Coney Island Human Blockhead™**, and **Coney Island Freaktoberfest™** (6.66% alc Blood Red Lager), a tasty Halloween treat for Sept – Oct 2010.

When asked recently in an interview if Shmaltz Brewing was “going mainstream” by adding a new line beyond the award-winning Jewish celebration ales under the HE’BREW banner, proprietor Jeremy Cowan countered: “I guess if circus sideshow freaks are more mainstream than Jews, Shmaltz is going mainstream!” Cowan states, “For over 125 years Coney Island has been and continues to be America’s Playground. Shmaltz Brewing is ecstatic to celebrate that flavor, spirit, and future through this exceptional line of unique craft lagers.”

The masters of ceremonies launching **Coney Island Craft Lagers™** include proprietor Jeremy Cowan, Shmaltz Art Director and Brooklyn resident Matt Polacheck, brewer Paul McErlean (Mendocino Brewing Company, Saratoga Springs, NY) and Brooklyn-based tattoo artist Dave Wallin who created the outrageously original label illustrations.

With the unequivocally distinct brewing recipes and artwork of **Coney Island Craft Lagers™**, Shmaltz Brewing aims to expand its own tradition of designing unique creations that can stand with the country’s best gourmet microbrews.

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 has sold over 5 million bottles of beer to date. 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

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