

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

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

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

### CONEY ISLAND *Luna Lager*<sup>TM</sup>

**New York, NY – February 16, 2010 – Coney Island Craft Lagers(R)** (Shmaltz Brewing Co.) is thrilled to celebrate the announcement of Central Amusement International (CAI) as the official operator of Luna Park, the new amusement park opening in Coney Island this Memorial Day Weekend. Special for this historic moment, Shmaltz Brewing is cooking up the summer release of their own newest attraction: **Coney Island Luna Lager(TM)**.

Based on the original Luna Park (1903 - 1946), one of Coney Island's four historic amusement parks, Central Amusement International puts the city's Coney Island redevelopment plan into motion, and Shmaltz Brewing is very excited to be an ongoing reveller in this ambitious effort. **Coney Island Luna Lager(TM)** commemorates the launch of the new Luna Park 2010, and brings to life a delicious newcomer to their award-winning craft lager lineup for the community to enjoy this summer at America's Playground. Mayor Michael Bloomberg will make an official announcement regarding Luna Park today, Tuesday, February 16, 2010 at 12 pm EST at the New York Aquarium (Surf Avenue & W. 8th Street). Shmaltz proprietor Jeremy Cowan is available for interviews. For all interview requests, please reach out to Jesse P. Cutler (JP Cutler Media) at 415-655-3431, [publicity@jpcutlermedia.com](mailto:publicity@jpcutlermedia.com).

Proceeds from **Coney Island Craft Lagers(R)** also continue to 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 Luna Lager(TM)** will be available this summer throughout New York City in 22 oz. bottles and a very limited supply of kegs at specialty shops and select bars.

#### **About Shmaltz Brewing Company**

Shmaltz Brewing Company is a recipient of the "2008 Distinguished Business Award" by the Brooklyn Chamber of Commerce. Shmaltz was recently named one of the "Top 20 Fastest Growing Bay Area Companies" by *San Francisco Business Times*, and was acknowledged by *Beverage World Magazine* as a "2009 Breakout Brand."

Established in San Francisco in 1996 with the first batch of 100 cases of HE'BREW Beer bottled, labeled, and delivered by hand, Shmaltz 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(R) with seven featured attractions including Coney Island Lager(R), Albino Python(R), Sword Swallower(R), Human Blockhead(R), Mermaid Pilsner(R), Freaktoberfest(R), and Luna Lager(TM). 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*, *Washington Post*, *Who Wants to Be a Millionaire*, *MAXIM.com*, *Forbes.com*, *Smartmoney.com*, *Entrepreneur.com*, and *Epicurious.com*.

For more information, please visit [www.shmaltzbrewing.com](http://www.shmaltzbrewing.com)

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