

For Immediate Release

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This is NOT an Oktoberfest...

This is FREAKTOBERFEST®!!

3rd Annual Boutique Beer & Music Festival

*** Spectacular Craft Beer * Bands * Burlesque * Live Freaks and Beer Geeks ***

New York, NY - September 2010 Shmaltz Brewing Company, Bierkraft, Southpaw, and BeertenderBrooklyn present the **3rd Annual FREAKTOBERFEST Boutique Beer & Music Festival** happening on Friday, September 24, 2010 at The Rock Shop (249 4th Avenue, Park Slope, Brooklyn, NY). The event will take place from 7 pm - 12 am. Tickets are \$50. For more detailed information and to purchase event tickets, please visit: www.freaktoberfest.com.

Brewed by Shmaltz Brewing, Captain Lawrence Brewing, and Ithaca Beer Co., the official beer for the 3rd Annual NY Craft Beer Week, entitled Geekttoberfest, will be available for tasting at FREAKTOBERFEST as well as at many beer destinations across NYC during Beer Week. Geekttoberfest features a specific beer from each brewery blended and barrel-aged in whiskey barrels. All of the beers are originally brewed in the state of New York, and Geekttoberfest will only be available on draft during NY Craft Beer Week. The beer represents each brewery and the folks at NY Craft Beer Week's exuberant appreciation of the mecca they call home, New York.

The **3rd Annual FREAKTOBERFEST** will be MC'd by Donny Vomit, the Human Blockhead and current MC of the Coney Island Sideshow. Featured sideshow and burlesque entertainment will be provided by Ravi the Scorpion Mystic, Remy Vicious, Legs Malone, Nasty Canasta and others TBA. Participating breweries include Shmaltz Brewing (HE'BREW Beer® and Coney Island Craft Lagers®), Captain Lawrence, Ithaca, Smuttynose, Lagunitas, Founders, Bear Republic, Cigar City, Allagash, Troeg's, Flying Dog, Magic Hat, Sly Fox, Southampton, Sixpoint, Stone, Victory, Speakeasy, Brooklyn Brewery, Fire Island, and many others. Live bands will be announced soon...

The upcoming **3rd Annual FREAKTOBERFEST** marks the seasonal launch of **Coney Island Freaktoberfest®**. Boiled and toiled in their stainless cauldrons with 6 malts, 6 hops, and 6.66% alc,

Shmaltz's bewitching Fall attraction serves up a tasty treat for Octoberfest through Halloween. 22 oz. bottles and a very limited supply of kegs will appear at specialty shops and select bars throughout NYC and nationwide starting now.

To view a list of all Freaktoberfest events happening across the country, please visit www.shmaltzbrewing.com.

About Shmaltz Brewing Company

Shmaltz Brewing Company is a recipient of the "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 "Best Craft Brewer 2010" and won the "Best In Show 2010" title, after being named "Breakout Brand" for 2009.

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® with seven featured attractions including Coney Island Lager®, Albino Python®, Sword Swallower®, Human Blockhead®, Mermaid Pilsner®, Freaktoberfest®, 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

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