



SHMALTZ BREWING COMPANY

MEDIA & INDUSTRY MONTHLY HIGHLIGHTS



"IF THE ABV DOESN'T WARM YOUR INSIDES, CONTEMPLATING THE ZENLIKE PERFECTION OF THIS BEER'S STATS SHOULD DO THE TRICK."

Greetings Friends!!

Celebrate the Season with HE'BREW Beer®! America's smallest, biggest and most award-winning Jewish (and now Sideshow Freak) Beer Company, Shmaltz celebrates its 14th year of brewing up delicious beer and delicious shtick with the special release of three of the Most Extreme Chanukah Offerings including Jewbelation 14®, HE'BREW Holiday Gift Pack®, and barrel-aged Vertical Jewbelation®. In honor of Chanukah 2010, join Shmaltz Brewing at venues all across the country as 88 Chosen Bars will feature all 8 award-winning recipes of Jewbelation® during the 8 days of Chanukah (December 1 - 8, 2010). More detailed information is listed below.

Shmaltz is thrilled to announce its recent Silver Medal win for R.I.P.A. on Rye® in the "Wood & Barrel Aged Category" at this year's Great American Beer Festival (Denver, CO). Art Director Matt Polacheck also just won a Gold Medal from *Beverage World Magazine* for his design of the Coney Island Variety Pack®!

Please take a look at the Shmaltz updates for our family of wholesalers, retailers, bar owners, and fellow journalists on all the latest and greatest press accolades, events and Chanukah madness!

To download a PDF of the November 2010 Media & Industry announcement, please visit:
<http://www.shmaltzbrewing.com/CONEY/media>



Now In Stores: Jewbelation 14®
Available in 22 oz. Bottles, A Limited Amount of Draft, and in the HE'BREW Holiday Gift Pack®

Press Accolades: Jewbelation Series

50 of the World's Best Seasonal Brews by
Imbibe Magazine: Jewbelation 14®

"The Jewbelation® series from Shmaltz Brewing is a perennial holiday favorite. This year's 14th Anniversary edition features 14 hops, 14 malts and 14% alcohol. At some point they'll run out of options, so enjoy it while you can." -*Imbibe Magazine*

"Tasteful ethnic humor? Yes! HE'BREW's Jewbelation 11® makes holiday bashes of all stripes more fun." -*SELF Magazine*

"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®)*

"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®)*

"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*

"Jewbelation Bar Mitzvah® is an artful blend of ingredients, lending flavors of dark chocolate, burnt toffee, cherry and other dark fruits, all balanced by the floral, citrus and pine-like character of the many hops varieties employed." -*The Ledger (Lakeland, FL)*

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

Upcoming Shmaltz Events

TUESDAY, NOVEMBER 23 (Missoula, MT): The Rhino (158 Ryman Street) Shmaltz will feature selections in the HE'BREW Beer® line-up.

FRIDAY, NOVEMBER 26 (Hamilton, MT): Chapter One (252 West Main Street) Jeremy Cowan will do a HE'BREW Beer® tasting and a book reading featuring passages from his new book, *Craft Beer Bar Mitzvah*.

MONDAY, NOVEMBER 29 (Madison, WI): Maduro (117 East Main Street) Shmaltz will tap all eight Jewbelations®.

DECEMBER 1-9, 2010 (National): 88 Chosen Bars In December 2010 for Chanukah, Shmaltz Brewing will host special events at 88 acclaimed beer bars across the country featuring all eight Jewbelation beers for the eight nights of Chanukah. Specific events will also showcase a book reading by Jeremy Cowan featuring passages from his book, *Craft Beer Bar Mitzvah*.

WEDNESDAY, DECEMBER 1 (NYC): Idle Hands (25 Avenue B) Shmaltz will tap all eight Jewbelations®.

WEDNESDAY, DECEMBER 1 (Chicago, IL): The Hop Leaf (5148 North Clark Street) Shmaltz will tap all eight Jewbelations®.

WEDNESDAY, DECEMBER 1 (Pittsburgh, PA): The Park House (403 E. Ohio Street) *Chanukah Vs Christmas: The Battle Royale of Beers* featuring selections in the HE'BREW Beer® line-up.

THURSDAY, DECEMBER 2 (NYC): Pony Bar (637 10th Avenue) Shmaltz will tap all eight Jewbelations®.

MONDAY, DECEMBER 6 (Santa Cruz, CA): 515 Kitchen & Cocktails (515 Cedar Street) Chanukah Beer Dinner featuring Jewbelation 14®.

TUESDAY, DECEMBER 7 (NYC): Spring Lounge (48 Spring Street) Shmaltz will feature several selections in their HE'BREW Beer® line-up.

WEDNESDAY, DECEMBER 8 (NYC): Rattle N Hum (14 East 33rd Street) Shmaltz will tap all eight Jewbelations® starting with Jewbelation 8® on Dec. 8, and will tap the next one in the series each night until Dec. 14.

THURSDAY, DECEMBER 9 (Brooklyn, NY): Bierkraft (191 Fifth Avenue) Shmaltz will tap Jewbelation 14®, Vertical Jewbelation®, and Bittersweet Lenny's R.I.P.A.®.

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

To Download a PDF of the November Industry Highlights, please visit: shmaltz.com/CONEY/media

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

THE MOST EXTREME CHANUKAH RELEASES EVER!



HE'BREW Holiday Gift Pack® features all seven recipes of the award-winning Jewbelation® series (8 - 14) plus a bottle of the barrel-aged Vertical Jewbelation®. The 8-beer Gift Pack® will come with a custom glass, Chanukah candles and instructions on how to build your own beer menorah, with artwork by Bay Area illustrator Chris Blair, and a very special addition of "A Chanukah Prayer" by San Francisco stand-up comedian and Chronicle cartoonist, Michael Capozzola.



Brewed with 14 malts, 14 hops, and soaring to 14% alc., **Jewbelation 14®** marks Shmaltz's boldest anniversary ale to date.

Vertical Jewbelation® is a very rare brew as it is a blend of all seven recipes of Jewbelation® barrel-aged in Sazerac 6-year rye whiskey barrels throughout 2010.

CHECK OUT WHAT THE PRESS IS SAYING ABOUT REJEWVENATOR '10®!



Beer Suggestions for the Wine Lover: Rejewvenator 2010® "Year of the Grape" -*St Louis Dispatch*

"Like most successful breweries, He'Brew's primary concentration is establishing a quality product for its legions of loyal fans. A seasonal offering with a Concord grape finish, Rejewvenator® has become one of He'Brew's most popular and unique beers. Go down to any of the several hundred locations carrying He'Brew, pick up a case of Sunday school approved beer and toast to the good – or bizarre – life." -*944 Magazine*

"Rejewvenator® is a worthy companion to a hearty, onion-laden beef brisket. It has the added benefit of being 8.2 percent alcohol by volume, the better to help you deal with your relatives who you're "celebrating" with at your High Holidays dinners." -*SF Weekly*

CONSUMER QUOTES OF THE MONTH FOR THE JEWBELATION® SERIES!



"Jewbelation 14® is a rich, lusciously dark, concoction containing a smooth velvety character that urges you to drink more." -*Paul Kelly*

"Now is the ti-yum for some Chanukah L'Chaim! Jewbelation 14® is rockin' the nation!" -*Rick Andrews*

"Bloody fantastic beer, had it last night... Brilliant!" -*Michael Mathey*

"At my tailgate party outside of heavens gates we drink Jewbelation®. L'Chaim!" -*Steven J Silverman*

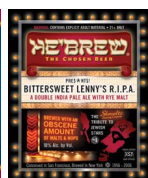
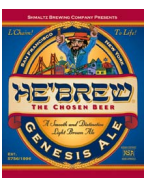
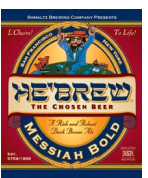
88 CHOSEN BARS FEATURE 8 JEWBELATION® BEERS FOR CHANUKAH 2010!



Candles Won't Be The Only Thing Getting Lit This Holiday Season!

Shmaltz Brewing Company is excited to announce that 88 Chosen Bars across the country will feature all 8 award-winning recipes of Jewbelation® during the 8 days of Chanukah (December 1 - 8, 2010). Check out the full list of participating bars here: <http://www.shmaltz.com/HEBREW/chosenbars.html>

OTHER DELICIOUS CHANUKAH SELECTIONS IN THE HE'BREW® LINE-UP:



Messiah Bold®
"HE'BREW could bring a whole new meaning to the term High Holidays...genuinely delicious brew!" -*Jerusalem Report*

Bittersweet Lenny's R.I.P.A.®
"Rich...smooth...powerful. Makes your heart skip a beat." -*Beer Advocate*

Genesis Ale®
"Our Favorite" -*The New York Times*

SHMALTZ'S DEBUT BOOK: CRAFT BEER BAR MITZVAH



Shmaltz Proprietor Jeremy Cowan's Debut Book:
Craft Beer Bar Mitzvah

Craft Beer Bar Mitzvah marks the debut book from Shmaltz Brewing Co. (HE'BREW Beer® and Coney Island Craft Lagers®). A small business memoir tracking 13 years of brewing up delicious beer and delicious shtick, Jeremy Cowan divulges his take on creating a successful national brand and all the fun and unexpected turns he has experienced along the way. Documenting the early days of Cowan delivering beers with his Grandmother's Volvo to winning awards at top craft beer festivals around the country, *Craft Beer Bar Mitzvah* takes readers on a wild ride with the head of one of today's most successful and award winning Jewish Freak Show Craft Breweries.

To purchase a copy of *Craft Beer Bar Mitzvah*, please visit:
<http://tinyurl.com/CraftBeerBarMitzvahPurchase>

