



SHMALTZ BREWING COMPANY

MEDIA & INDUSTRY MONTHLY HIGHLIGHTS



"LOVELY MALT CHARACTER... A REALLY WELL BALANCED BEER. THEY NAILED IT!"
-BEER AMERICA TV

Greetings Friends!

Shmaltz Brewing Company, handcrafters of HE'BREW - The Chosen Beer® and Coney Island Craft Lagers® is celebrating the Mother of all Beer Weeks, American Craft Beer Week, with special events and beer dinners across the country. The Summer of Coney Island also is rapidly approaching and kicks off with the beloved Mermaid Parade on Saturday, June 18, 2011 at 2 PM in Brooklyn, NY. We're also excited to announce the rerelease of seasonal favorites, Coney Island Variety Packs® and Mermaid Pilsner®, and the much-anticipated launch of Barrel-Aged Human Blockhead®.

To download the May 2011 Industry Highlights announcement, please visit: <http://www.shmaltz.com/HebrewMedia>



Barrel-Aged Coney Island Human Blockhead® Available June 2011

Next up in our barrel-aged series will be Barrel-Aged Coney Island Human Blockhead®, which features eight specialty malts of barley, wheat, rye and oats, and six hop varieties ranging from European Noble roots to American Pacific Northwest new school flavors. An imperial American bock aged in fresh first-use Buffalo Trace Bourbon Barrels, Human Blockhead's® enormously developed body is rounded out by flavors of oaky deliciousness.

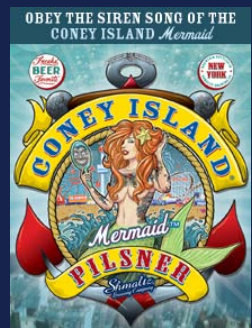
Accolades: Coney Island Human Blockhead®

Grand Champion
United States Tasting Championship
Coney Island Human Blockhead

Silver Medal
World Beer Championships 2010
Coney Island Human Blockhead®

"Lovely malt character... a really well balanced beer. They nailed it!" -Beer America TV

"[A] startling label... it'll wet your appetite for [any season]. ABV a somewhat sneaky 10 percent. Stay away from hammers." -Denver Post



Summer of Coney Island Kicks-Off With The Stunning New Featured Draft Selection:

Coney Island Mermaid Pilsner®

In perfect Shmaltz fashion, Mermaid Pilsner® is an innovative take on classic pilsner styles featuring 8 flavorful specialty malts including Canada 2-Row, Canada Rye Malt, Canada Wheat Malt, Fawcett Crystal Rye Malt, G & P Flaked Oats, Malt Pils, Best Malz Caramel, and Best Malz Vienna intertwining with 5 evocative hops such as Amarillo, Crystal, Tettnang, Columbus, and Warrior.

Accolades: Coney Island Mermaid Pilsner®

Mermaid Pilsner
RateBeer Rating: 96

"Bring a little taste of Coney Island to your next barbecue with Shmaltz Brewing Company's Mermaid Pilsner®. Like the sultry siren on its label, this is an easy brew to enjoy: light, crisp and just a little sweet." -Metro NY

"The crazies at Shmaltz Brewery unleash their newest Coney Island beer, Mermaid Pilsner®. Warning: It may give you a chubby. Everybody in the pool!" -MAXIM

Upcoming Shmaltz Events

WEDNESDAY, MAY 18

@ J Clyde's (Birmingham, IL) 1312 Cobb Lane South, 5:30pm Celebrating ACBW, Shmaltz will have available for purchase Coney Island Lager®, Mermaid Pilsner®, and other beers.

WEDNESDAY, MAY 18

@ Rattle N Hum (NYC) 14 East 33rd Street, 7pm Shmaltz Brewing & The NY Public Library will host a tasting event as part of ACBW for the limited-edition collaborative beer, Fortitude's Founding Father Brew™.

THURSDAY, MAY 19

@ Garfield Park Conservatory (Chicago) 300 North Central Park Avenue, 5:30pm As part of CCBW, Shmaltz will pour Albino Python® and Bittersweet Lenny's RIPA® at this opening event for Beer Week.

THURSDAY, MAY 19

@ The Midway Pub (Atlanta) 552 Flat Shoals Avenue SE Shmaltz and other top breweries come together for ACBW!

SATURDAY, MAY 21

@ The Charleston (Chicago) 2076 N. Hoyne Street, 9pm Coney Island Albino Python® will be on draft at The Clockwork Vaudeville Spring Spectacular. The event is part of Chicago Craft Beer Week.

SUNDAY, MAY 22

@ Hop Leaf (Chicago) 5148 North Clark Street, 7pm HE'BREW Beer® and Hop Leaf welcome the first Jewish Mayor of Chicago with a congratulatory toast to invite Rahm Emanuel who takes office on May 16, 2011. Jeremy Cowan will sign copies of *Craft Beer Bar Mitzvah* at the event.

MONDAY, MAY 30

@ Umami (Brookline, MA) 1704 Beacon Street, 6pm, \$30-\$36 *Boston Beer Week* Yoshi Hakamoto's mouth watering Asian-fusion dishes will be paired with Coney Island Craft Lagers®.

MONDAY, MAY 31

@ Harry's Bar & Grill (Brighton, MA) 1430 Commonwealth Ave, 7pm, \$30-\$36 *Boston Beer Week* Coney Island Craft Lagers® are paired with Chef Josh Davis' creations in a 3-4 course beer dinner.

THURSDAY, JUNE 2

@ Bukowskis Tavern (Cambridge, MA) 1281 Cambridge Street, 7pm *Boston Beer Week* Jeremy Cowan will sign copies of *Craft Beer Bar Mitzvah* at this Coney Island themed event.

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Check Us Out on Twitter & Facebook:



DON'T MISS THE MERMAID PARADE IN CONEY ISLAND ON JUNE 18, 2011



Join us on June 18, 2011 for the 28th Annual Mermaid Parade in Coney Island! As the nation's largest art parade - think, "an independent, undersea Mardi Gras" - Mermaid Parade celebrates the unique history and culture of Coney Island, with folks dressing up like mermaids, neptunes, and other sea creatures.

The Shmaltz crew will be getting their Beer Freak on at Coney Island Brewing Company - the World's Smallest Brewery - located next door to the Circus Sideshow. Our brewer friends, Josh Knowlton and Pete Taylor, will be brewing - what else? - favorite Coney Island-themed recipes like Funnel Cake Beer and Candy Apple Ale. We'll also be marching in the official parade, which begins at 2 PM. See you at the beach for sea, sun, and Shmaltz!

CONEY ISLAND VARIETY PACKS® ARE BACK IN STOCK!



Shmaltz will once again release the outrageous Coney Island Variety Pack®. Currently available in stores across the country, the Variety Pack® features 12 oz bottles of Albino Python®, Sword Swallower®, Coney Island Lager®, and Mermaid Pilsner®.

Beverage World Magazine awarded Shmaltz's Art Director Matt Polachek a Gold Medal at the Global Packaging Design Awards for his design of the Coney Island Variety Pack®. Polachek also took home two Gold Medals from Beverage Tasting Institute's World Beer Championships Packaging Competition 2010 for his design of the Coney Island Variety Pack® and label artwork for Lenny's RIPA®.

OUR FAVORITE CRAFT BEER INDUSTRY PRAISE!

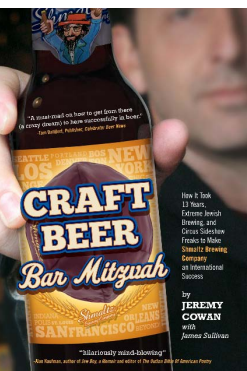
"The award-winning innovative brews from Shmaltz are great to have!! The fun, eye-catching labels inspire my "Beer-Freak" clientele. Can't wait for more!!" -*Chechi Demichieli, Veterans Liquor in Colorado Springs, CO*

"Go out and buy everything Shmaltz brews because I'm certain it is great. I'm officially putting Shmaltz in the same category as Stone and Dogfish Head for its originality and beautiful execution..." -*James Crane, Electric City*

"Coney Island Craft Lagers® is a real Brooklyn thing - people love that, we sold out within 24 hours." -*Dawn D'Arcy, Manager of the Gate, Park Slope Brooklyn*

"It is great to have a small brewery that offers a unique product and an unbelievable level of service. As a family owned and operated pub for over 60 years, we know and appreciate the work and dedication that can get lost with bigger operations. From phone calls and regular check-ins, to making a delicious fruit beer (Origin Pomegranate Strong Ale®), Shmaltz Brewing Company stands out as a top-notch operation." -*Eric Church, Recreation Billiards, Winston Salem, NC*

CHECK OUT THE EARLY BUZZ FOR CRAFT BEER BAR MITZVAH!



In December 2011, Shmaltz proprietor Jeremy Cowan will self-publish his debut book: *Craft Beer Bar Mitzvah: How it Took 13 years, Extreme Jewish Brewing, and Circus Sideshow Freaks to make Shmaltz Brewing Company an International Success*. In this small business memoir, Cowan divulges how he took on the craft beer world, and ultimately created one of the most respected brands in the country. *Craft Beer Bar Mitzvah* documents Cowan's early days of delivering beers in his grandmother's Volvo, to winning awards 13 years later at top craft beer festivals around the country. This meaningful, relevant and often hilarious memoir takes readers on a wild ride with the head of one of today's most successful and award-winning Jewish Freak Show Craft Breweries. *Craft Beer Bar Mitzvah* marks the first book to be published on Cowan's new company, Malt Shop Publishing.

Early Press & Industry Praise for *Craft Beer Bar Mitzvah*:

"Hilariously mind-blowing" -*Alan Kaufman, author of Jew Boy, a Memoir and editor of The Outlaw Bible of American Poetry*

"While his sense of humor, Jeremy's schtick, is riotous and unforgettable, it is the trails encountered following his dream that make this book a memorable read.

Enjoy the ride as much as one of Jeremy's beers." -*Daniel Bradford, Publisher, All About Beer Magazine*

"Jeremy Cowan combines the heart of a brewer with the soul of a two-thousand-year-old rabbinical mench in his new book *Craft Beer Bar Mitzvah*. A must read on how to get from there (a crazy dream) to here successfully in beer. Shalom, Jeremy." -*Tom Dalldorf, Publisher, Celebrator Beer News*

"*Craft Beer Bar Mitzvah* mixes comedic, self-deprecating anecdotes with general acts of badassery - which pretty much sums up the brands [Cowan] has created." -*Jeff Cioletti, Editor-in-Chief, Beverage World Magazine*

"This man knows how to build a brand from scratch and reading his story is a fascinating, can't-put-the-book-down tale. Just don't read it from right to left." -*Pete Slosberg, founder of Pete's Wicked Ale*

*Buy the Book: Official Website: craftbeerbarmitzvah.com

(For large orders and/or retail accounts, please email craftbeerbarmitzvah@shmaltzbrewing.com for information on wholesale discounts.)

*Now also for sale on Amazon!

www.amazon.com/Craft-Beer-Bar-Mitzvah-International/dp/0982932537/ref=sr_1_1?ie=UTF8&s=books&qid=1305639349&sr=1-1

