

This Anniversary, Candles Won't Be The Only Thing Getting Lit!

Celebrating Our Second Decade of Brewing...with Chutzpah. L'Chaim!

Shmaltz Brewing Company Introduces *Jewbelation Twelve*

Behold the fifth incarnation of **Jewbelation**: our 12th Chosen Beer in 12 Years of Shmaltz. Coincidence? Destiny!! Let's play the Dozens: The first batch of HE'BREW came to life in California's 12th Congressional District. 12 pairs of cranial nerves leave the brain. 12 pairs of ribs cage the human frame. 12 inches in a foot. 12 men walked on the moon. 12 months in a year. 12 signs of the Western and Chinese Zodiac. Jacob begat 12 sons who begat the 12 Tribes of Israel. 12 Olympian gods ruled the Pantheon of ancient Greece. Jesus had 12 Disciples; Muhammad 12 Imams (successors). 12 angels sit at 12 gates of heaven (Revelation 21:12). Norse warrior-poet god Odin produced 12 sons. The Priests of the Temples of Syrxin proclaim the Brotherhood of Man in 12 songs on Rush's 2112. Son of a Rabbi, Harry Houdini (b. Ehrich

Weiss) ran away from home at age 12. In 1912, he reigned as World's Greatest Escape Artist breaking out of an underwater cage in NYC's East River & debuting his famed Chinese Water Torture Cell in Berlin. At 12, Courtney Love failed to join the Mickey Mouse Club auditioning with Sylvia Plath's "Daddy". The 12 Step Program, the core of AA, spawned over 200 fellowships including Workaholics Anonymous based in Menlo Park, CA (my home town; Therapy includes "abstinence"). "A scout troop consists of 12 little kids dressed like schmucks following a big schmuck dressed like a little kid." - Jack Benny. To the growing minyans of the Shmaltz Tribe, light up the season with our most miraculous **Jewbelation** yet. *L'Chaim!*

Jeremy Cowan
- Jeremy Cowan, proprietor



12 MALTS:

SPECIALTY 2-ROW
KILN AMBER
CARAPILS
CHOCOLATE
CRYSTAL RYE
DARK CRYSTAL
MUNICH
OATMEAL
RYE ALE
SPELT
VIENNA
WHEAT

12 HOPS, 12 ADDITIONS:

AHTANUM
AMARILLO
CASCADE
CRYSTAL
FUGGLE
HALLERTAU
MT. HOOD
PALISADE
TETTANG
U.S. GOLDING
U.S. SAAZ
WARRIOR

12% Alc. by Vol. • Limited Release

Conceived in San Francisco 1996

WWW.SHMALTZ.COM

Brewed in New York 2008

12 people typically sit on a criminal jury. Mark Twain "We have a criminal system which is superior to any other in the world; and its efficiency is marred only by the difficulty in finding 12 men every day who don't know anything and can't read." Norm Crosby: "When you go into court you're putting your fate into the hands of 12 people who weren't smart enough to get out of jury duty." R. Kelly who compared himself to Muhammad Ali, Marvin Gaye, Martin Luther King, Jr and Osama bin Laden, released his first solo album 12 Play with his first number one single, "Bump n' Grind". Shakespeare's *Twelfth Night* references the 12th night after Christmas, called the Feast of Epiphany which had become a day of revelry in which servants often dressed up as their masters, men as women, etc. The only American-born member of Monty Python, Terry Gilliam directed *Twelve Monkeys*, containing the quartrain from the Rubaiyat of Omar Khayyam: "Yesterday This Day's Madness did prepare; Tomorrow's Silence, Triumph or Despair: Drink! for you know not whence you came, nor why: Drink! for you know not why you go, nor where."

12 delicious ounces in Genesis and Messiah. Force 12 is the maximum wind speed of a Hurricane. 12 is likely the most renowned number for Quarterbacks including Ken Stabler, Terry Bradshaw, Joe Namath, Aaron Rodgers. Frank Sinatra was born on 12/12 (1915). 12/12 (1913) Stolen from the Louvre Gallery in Paris, Da Vinci's Mona Lisa is found in the bedroom of a small hotel in Florence. The Flag of the European Union has 12 stars. Ismael's 12 sons became Arab tribal chiefs. 12/12 (1642) Dutch navigator Abel Tasman discovers New Zealand. 12/12 (1901) The first radio transmission across the Atlantic Ocean by Guglielmo Marconi. 12/12 (1925) The world's first motel opens in San Luis Obispo, CA. 12/12 (1955) British engineer Christopher Cockerell patents the hovercraft.

According to UFO conspiracy theory, Majestic 12 is a secret committee set up by President Harry S. Truman to investigate Roswell and cover up future extraterrestrial contact. The Twilight Zone episode "Number 12 Looks Just Like You" fictionalized in the year 2000 documents "The Transformation" which happens to everybody at the age of nineteen and makes them beautiful and immune to disease. The Dozinal Society of America preaches the duodecimal system and has the 12-fingered Panda as its mascot. Languages using duodecimal number systems are uncommon but found in Nigeria, Namibia, Nepal, and India. In fiction, J. R. R. Tolkien's Elvish languages used duodecimals. The US is divided into 12 Federal Reserve Districts and all greenbacks have serial numbers beginning with one of 12 letters, representing the Bank of origin.