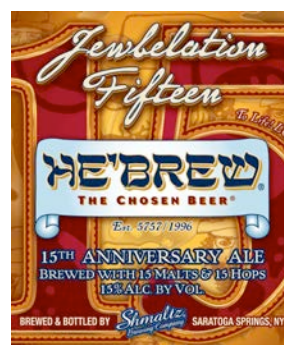
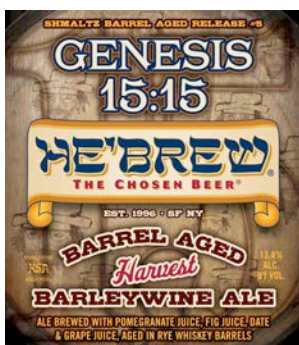


For Immediate Release

Media Contact:
Jesse P. Cutler
JP Cutler Media
415.655.3431
publicity@jpcutlermedia.com



SHMALTZ BREWING COMPANY CELEBRATES ITS 15TH ANNIVERSARY WITH THREE OUTRAGEOUS LIMITED-EDITION HOLIDAY OFFERINGS

Genesis 15:15®

Barrel Aged Harvest Barleywine

*Brewed with Pomegranate Juice, Fig Juice, Date & Grape Juice,
Aged in Sazerac 6-Year Rye Whiskey Barrels*

HE'BREW Holiday Gift Pack®

Featuring Eight Delicious Shmaltz Beers Plus a Custom Glass, Chanukah Candles, and Instructions on How to Build Your Own Beer Menorah

Jewbelation 15®

15th Anniversary Celebration Ale

Brewed with 15 Malts, 15 Hops, and Soaring to 15% Alc

New York, San Francisco, Beyond! – **October 13, 2011** – America's smallest, biggest and most award-winning Jewish (and now Sideshow Freak) Beer Company, Shmaltz Brewing celebrates its 15th year of brewing with the special release of three of the Most Extreme Limited-Edition Holiday Offerings including the barrel aged **Genesis 15:15®** (currently on shelves, 13.4% alc), **HE'BREW Holiday Gift Pack®** (available October – December 2011) featuring eight delicious Shmaltz selections, and **Jewbelation 15®** (available November – February 2011, 15 malts, 15 hops, 15% alc). Shmaltz proprietor Jeremy Cowan's debut small business memoir ***Craft Beer Bar Mitzvah*** is also now available at bookstores nationwide via Small Press United. More information about ***Craft Beer Bar Mitzvah*** is listed below and can be viewed at www.craftbeerbarmitzvah.com.

Holiday events such as *Chanukah vs Christmas: The Battle Royale of Beers* and this year's selection of The Chosen Bars appearing all across the country will be announced in the coming weeks. Please see detailed descriptions of the new HE'BREW® holiday offerings listed below:

Genesis 15:15®:

A bold and decadent 13.4% ABV Harvest Barleywine aged 9 months in Sazerac 6-Year Rye Whiskey Barrels, **Genesis 15:15®** marks the 5th release in Shmaltz's Limited-Edition Barrel Aged series. **Genesis 15:15®** incorporates fruit juices from four of the seven Sacred Species listed in the Torah: figs, dates, grapes, and pomegranates. Harkening back to HE'BREW's® original **Genesis Ale®** - a beer brewed with pomegranates that were hand-squeezed in Shmaltz owner Jeremy Cowan's San Francisco apartment - **Genesis 15:15®** symbolizes the evolution of Shmaltz Brewing Company from a humble, self-distributed start-up to one of the most creative and respected craft brewing companies in America. **Genesis 15:15®** was also inspired by **Genesis 10:10®**, a 10th anniversary, 10% ABV pomegranate strong ale whose popularity led to the subsequent commissioning of **Origin®**, a year-round Imperial Amber Pomegranate Ale.

Genesis 15:15® is the fourth batch of beer to be aged in Shmaltz's Sazerac 6-Year Rye Whiskey barrels, undergoing approximately 9 months of close monitoring while in the barrel. Like Shmaltz Brewing itself, this Harvest Barleywine is truly a labor of love that unites the flavors and shtick of Shmaltz's 15-year history. Cult fans can expect fierce deliciousness from **Genesis 15:15®**, as the *Chicago Sun-Times* mused in a recent article on Shmaltz Brewing, because "barleywine is to beer as lions are to cats."

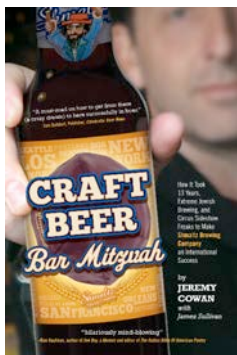
HE'BREW Holiday Gift Pack®:

Coming up for Chanukah 2011, Shmaltz will update the **HE'BREW Holiday Gift Pack®** to feature eight 12 oz bottles of beer including **Genesis Ale®**, **Messiah Bold®**, **Origin®**, **Jewbelation 15®**, **Reunion Ale '11®**, **Bittersweet Lenny's RIPA®**, **Hop Manna®** (brand new IPA, hitting shelves in early 2012), and a surprise selection of **Jewbelation®** (from past years 8 - 14). The Gift Pack® will include a custom glass, Chanukah candles and instructions on how to build your own beer menorah.

Jewbelation 15®:

Brewed with 15 malts, 15 hops, and soaring to 15% alc, **Jewbelation 15®** marks Shmaltz's boldest anniversary ale to date. Since its inception in 2004, Shmaltz's **Jewbelation®** series has been touted by critics receiving top accolades including "5 Stars" from *Celebrator Beer News*, "Best Holiday Beer" by *Pacific Brew News*, and *Playboy Magazine* pegging **Jewbelation Twelve®** as one of the "Best Winter Brews." *Imbibe Magazine* named last year's **Jewbelation 14®** one of the "Top 50 Beers in the World." **Jewbelation 14®** even won "Best Christmas Beer" in a blind holiday tasting from Northern California's, *SF Weekly*.

Craft Beer Bar Mitzvah:



In recent Shmaltz news, proprietor Jeremy Cowan just teamed up with Small Press United, a subsidiary of Independent Publishers Group (IPG), to distribute nationally starting this month 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.*** Small Press United provides book distribution for small press publishers to chain and independent bookstores, wholesalers, libraries, the gift and specialty markets, and online retailers; IPG is the second largest independent press distributor in the United States.

Craft Beer Bar Mitzvah is now available at bookstores across the country, as well as at major digital retail outlets including Amazon.com. Detailed information on ***Craft Beer Bar Mitzvah***, including a free sampling of Chapter One and suggested beer pairings, can be viewed at www.craftbeerbarmitzvah.com.

About Shmaltz Brewing Company

Shmaltz Brewing Company was recently named "Best American Craft Brewer" and won the "Best In Show 2010" title by *Beverage World Magazine*, after being named "Breakout Brand" for 2009. Shmaltz was also included in the "Top 50 Fastest Growing Bay Area Companies" by *San Francisco Business Times*, and is a recipient of the "Distinguished Business Award" by the Brooklyn Chamber of Commerce.

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 more than ten 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®. Proceeds help Coney Island USA, a 501(c)(3) 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 more than 25 states through 30 wholesalers at more than 3,000 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*, *NPR's "Weekend Edition,"* *New York Magazine*, *Newsweek*, *Men's Health*, *BUST*, *Playboy*, *Associated Press*, *Reuters*, *MSNBC*, *San Francisco Magazine*, *The Jerusalem Report*, *New York Jewish Week*, *Washington Post*, *MAXIM*, *Forbes.com*, *Smartmoney.com*, *Entrepreneur.com* and *Epicurious.com*.

For more information, please visit:

www.shmaltzbrewing.com

####