



Attn: Media...Rabbis ...Bubbes!

FOR IMMEDIATE RELEASE

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Shmaltz Brewing Company Presents:

40 DAYS AND 40 NIGHTS: The Wandering HE'BREW Beer Tour of America!

From Sukkot to Thanksgiving: 18 cities. 5000 Miles. 2 Chosen Beers.

One Wandering Beer Selling Jew...

San Francisco, CA -- To spread the word across our American land of milk and honey, the entire staff (of one) of San Francisco's own Shmaltz Brewing Company has begun a celebratory journey of much-less-than-Biblical proportions to reveal and to revel in the profound changes that have transformed Shmaltz Brewing and HE'BREW Beer in recent days: After 4000 years of civilization and 6.5 years in 22-ounce bottles, The Best Jewish Beer in America™ has a new beer style and is finally available in 6-packs of delicious and, of course, kosher 12-ounce bottles....*To Life!*

The Wandering HE'BREW Beer Tour will take founder and proprietor Jeremy Cowan from San Francisco to New York City from mid-October to late November schmoozing and sampling along the way: Los Angeles, San Diego, Phoenix/Tucson, Denver, Milwaukee/Madison, Chicago, Detroit, Cleveland, Pittsburgh, Philadelphia, Washington DC, Northern NJ, New Haven/Hartford, Boston, and New York City.

Let those who have said. "Jews don't drink beer" be the first to come forward and let their cups runneth over with The Chosen Beer! While the size of each bottle of HE'BREW has shrunk almost in half, the number of cases sold in the last 6 months shows a **700% growth over the previous 6 months**. Messiah Bold (It's the beer you've been waiting for!) emerged this summer as a fantastic new style -- a rich, smooth nut brown ale wonderfully balanced with dark malts and a complex hop character converging into a simply enchanting elixir. These evolutions have perhaps made (by all unaudited accounts) Shmaltz Brewing Company the fastest growing beer operation in the country.

Twenty five wholesalers in 20 states with hundreds of grocery stores (including national chains such as Safeway and Whole Foods), liquor marts, delis, and Judaica shops are carrying the case(s) to the People.

From its most humble beginnings – 100 cases hand bottled and labeled and delivered in a grandmother’s Volvo as an experiment for Chanukah 1996 – HE’ BREW has attracted a cult following by focusing on the Three Pillars of Shmaltz Brewing Company: **quality, community, and shtick.**

Word of mouth from the Shmaltz faithful, participation in literally hundreds of community festivals and grass roots celebrations, and glowing media coverage brought news, with beer to follow, beyond its birthplace in Northern California. The Jerusalem Report kvelled: “This beer could bring a whole new meaning to the High Holy Days...[it’s] genuinely delicious brew.” The New York Times called HE’ BREW “our favorite” microbrew. The Beer Hound at Bikini Magazine confessed, “I had a spiritual re-awakening with my first sip...HE’ BREW was so good and so tasty that it made me re-examine my religious convictions.”

40 Days and 40 Nights are sure to be filled with moments of ecstatic communal celebration, endless retail sales presentation, and blissful taste bud exaltation. To seek more information about The Wandering HE’ BREW Beer Tour, Shmaltz Brewing and HE’ BREW Beer, visit www.shmaltz.com or call at 415-339-SHMALTZ (7462).

Chutzpah Never Tasted So Good...L’Chaim!

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