

CREATION, EVOLUTION, REVELATION, INEBRIATION.

Celebrating 10 Years of Delicious Beer and Delicious Shtick...L'Chaim!

Shmaltz Brewing Company Introduces Genesis 10:10

"Come my beloved, let us go to the fields. If the pomegranate trees are in flower, then I shall give you the gift of my Love."
– Song of Songs 7:12

Creation, 1996, C.E.: On an apartment floor in San Francisco's Mission District, intimate friends squeeze luscious pomegranates by hand for the first 100 cases of HE'BREW's Genesis Ale.

Evolution, 2006, C.E.: Shmaltz Brewing renews this sacred covenant, sacrificing over 10,000 pomegranates for our 10th Anniversary offering, **Genesis 10:10**.

Revelation, on-going: In Jewish tradition, pomegranates symbolize righteousness, with seeds said to number 613, the total commandments in Torah. In Deut. 8:8, pomegranates, barley and wheat prove the bounty of the Land of Milk and Honey. In Exod. 28:33, Hashem

orders them embroidered on the robe of the High Priest. The calyx atop the fruit inspired the original Jewish crown. One Persian hero of myth consumed a pomegranate and became invincible. Muhammad instructed: "Eat the pomegranate, for it purges the system of envy and hatred." Newlywed Greeks eager for a family crush one under-heel for fertility. Buddha cured a child-devouring demoness of her evil habit by instructing her to eat a pomegranate.

Whether for knowledge or temptation, for virtue or strength, for art or for love – Behold **Genesis 10:10**, the crowning glory to a decade of brewing...with *chutzpah!*
To Life...L'Chaim!



Jeremy Cowan, proprietor



Malts:
2-row, Caramel 40, Munich, Black Malt, Wheat, Dark Crystal 80

Hops:
Warrior, Centennial, Cascade, Willamette, Simcoe, Crystal, Mt. Hood

Over 10,000 Pomegranates were sacrificed for our New 10th Anniversary Offering. Savor the Evolution of Brewing!

10% Alc. by Vol.  Limited Release

Conceived in San Francisco 1996

WWW.SHMALTZ.COM

Brewed in New York 2006

Since the rind of the fruit is tough, but the juice sweet, the pomegranate came to symbolize the priest; severe on the outside, indulgent on the inside. • In Christian art, the pomegranate often found in paintings of the Virgin and Child symbolizes resurrection and life. • The Song of Solomon compares the cheeks of a bride behind her veil to the two halves of a pomegranate. • The Qu'ran mentions pomegranates three times - twice as examples of the good things God creates, once as a fruit found in the Garden of Paradise. • In some parts of the world, it's believed that Eve tempted Adam with a pomegranate. • "Or from Browning some 'Pomegranate', which if cut deep down the middle / Shows a heart within blood-tinctured, of a veined humanity." -Elizabeth Barrett Browning, *Lady Geraldine's Courtship* • Medieval representations of the pomegranate tree were associated with the end of a unicorn hunt. The captured unicorn appears to be bleeding from wounds that are pomegranate seeds dripping blood red juices on his milk white body. Wild and uncontrollable by nature, unicorns can be tamed only by virgins. Once tamed, the unicorn was chained to a pomegranate tree.

In the Greek myth of Persephone is abduction by Hades, lord of the underworld, the pomegranate represents life, regeneration, marriage, perhaps the seasons...contradictory versions, way too convoluted for a beer flyer—googlet! • The pomegranate gave its name to the Hand Grenade from its shape and size (and the resemblance of its seeds to a grenade's fragments) • Although not native to Japan, the pomegranate is widely used for bonsai, because of its lovely flowers and for the unusual twisted bark that older specimens can attain. • St. John of the Cross made the pomegranate seeds the symbol of divine perfection. • The Pueblo believed that those who witnessed the ingestion of the arils were blessed with powers of divination. • In China the pomegranate is widely represented in ceramic art symbolizing fertility and abundance. A picture of a ripe open pomegranate is a popular wedding present. • In ancient Rome newlywed women wore headaddresses made from pomegranate twigs, and its juice was consumed as a remedy for infertility. • Among the Bedouins of the Middle East, after a wedding, a fine specimen of pomegranate is split open by the groom as he and his bride open the flap of their tent or enter the door of their house. Abundant seeds ensure that the couple who eat it will have many children. • In Buddhism, along with the citrus and the peach, the pomegranate is one of the three blessed fruits, often represent the essence of favorable influences. • The heavenly paradise of the Koran describes four gardens with shade, springs, and fruit, including the pomegranate. Legend holds that each pomegranate contains one seed that has come down from paradise.

Etymology: The genus name, *Punica* is after the Phoenicians, who spread its cultivation, partly for religious reasons. Its species name *granatum* derives from the Latin adjective *granatus*, meaning 'grainy'. However, in classical Latin the species name was *malum punicum* or *malum granatum*, where "malum" is an apple. This has influenced the common name for pomegranate in many languages (e.g. German *Granatapfel*, seeded apple). Even "pomegranate" itself has this meaning; *porum* is Latin for apple. • In "The Persian War," Herodotus writes of golden pomegranates adorning the spears of warriors in the Persian phalanx. • The pomegranate was chosen as the logo for the Millennium Festival of Medicine from a shortlist that included DNA, the human body, and a heart beat. • The British Medical Association and three royal colleges feature the pomegranate in their coats of arms. The Royal College of Physicians of London had adopted it in their coat of arms by the middle of the sixteenth century. • The use of pomegranate rind and root bark as a treatment for tapeworm infestation ("Latas lineas ventris") was recommended by several early Roman medical writers and is still listed as a treatment for tapeworms and diarrhoea in a current encyclopedia of medicinal plants. • Dioscorides describes some of them: "All sorts of pomegranates are of a pleasant taste and good for ye stomach...The juice of the kernels prest out, being sod and mixed with Honey, are good for the ulcers that are in ye mouth and in ye Genitals and ye paines of ye eares, and for the greife in ye nostrils"