

CELEBRATING 10 YEARS OF DELICIOUS BEER AND DELICIOUS SHTICK... L'CHAIM!

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



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!*

"Fantastic beer... We're converted!"

— *GoodBeerShow.com*

"Rich...smooth...very powerful. Makes your heart skip a beat."

— *Beer Advocate*

BREWED WITH OUR CHOSEN SPECIALTY MALTS, HOPS, BREWERS YEAST, AND THE JUICE OF OVER 10,000 POMEGRANATES

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

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

Shmaltz
Brewing Company

Conceived in San Francisco. Brewed in New York.
 Est. 5757 (1996) www.shmaltz.com

BITTERSWEET LENNY'S R.I.P.A.

"Satire equals tragedy plus time."
 — **Lenny Bruce**



Savor the provocative spirit of **Bittersweet Lenny's R.I.P.A.**, our HE'BREW monument to the richness, the bitterness and the sacred sweetness that is life.

★★★★★
"5 Stars"

— *Celebrator Beer News*

"Best in Show"

— *Pacific Brew News*

A RYE BASED DOUBLE I.P.A.

THE MOST RADICAL JEWISH TRIBUTE BEER EVER CREATED

Malts: 2-row, Rye Ale Malt, Torrified Rye, Crystal Rye 75, Crystal Malt 65, Wheat, Kiln Amber, Caramel 70

Hops: Warrior, Cascade, Simcoe, Crystal, Chinook, Amarillo, Centennial.
 Dry Hopped with Amarillo and Crystal

MONUMENTAL Jewbelation



In Jewish tradition, the number 10 demands Monumental gestures. 10 years after his Major League debut, Sandy Koufax refused to pitch Game 1 of the 1965 World Series on Yom Kippur.

After Sammy Davis Jr.'s 1990 death, the lights on the Vegas strip went dark for 10 minutes for the first time since JFK's assassination. Witness HE'BREW's epic 10th Anniversary celebration.

OUR 10TH ANNIVERSARY OFFERING
 10 MALTS. 10 HOPS. 10% ALC.

Malts: Specialty 2-row, Dark Crystal, Chocolate, Victory, Munich, Carapils, Wheat, Oatmeal, Rye Ale, Crystal Rye

Hops: Warrior, Northern Brewer, Mt. Hood, Centennial, Cascade, Vanguard, Tettnang, Czech Saaz, Willamette, Simcoe