

For Immediate Release

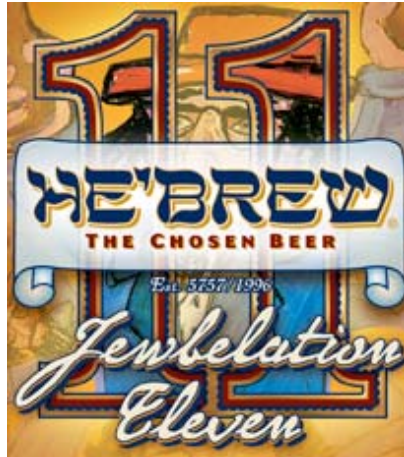
Media Contact:

Jesse P. Cutler

JP Cutler Media

415.655.3431

publicity@jpcutler.com



**SHMALTZ BREWING COMPANY CELEBRATES 11 YEARS OF DELICIOUS BEER
AND DELICIOUS SHTICK**

*HE'BREW Beer turns it all the way up with Limited-Edition Anniversary Release of
Jewbelation Eleven*

Born and Based in San Francisco; Brewed and Bottled in New York - October 8, 2007

Nigel: *Most blokes will be playing at ten...all the way up, all the way up. Where can you go from there?*

Shmaltz Brewing celebrates its second decade with the special release of their award-winning “extreme” Chanukah beer, **Jewbelation Eleven**. Brewed with maximum chutzpah for 2007 with the addition of an 11th malt (the ancient wheat species Spelt) and an 11th hop (the exceptional Amarillo), **Jewbelation Eleven** seeks an aggressively elegant symphony of complex flavors, flying high at 11% alcohol.

The national launch of **Jewbelation Eleven** begins at Denver’s famed Falling Rock Tap House on the first night of the Great American Beer Festival (Thursday, October 11, first tapping at 11:11pm). New York City’s beer utopia Barcade (Williamsburg Brooklyn, Thursday, October 25) will host the epic battle, “*Jewbelation versus Freaktoberfest: Shmaltz Brewing Goes to 11*” featuring the entire HE'BREW line up and their latest offerings under their new Coney Island Lager series.

Jewbelation Eleven will also share top beer billing with **Bittersweet Lenny’s R.I.P.A.** at NYC’s 2nd Annual Benefit “Homage to Lenny Bruce & Free Speech,” at Gotham Comedy Club on Wednesday, October 24. The follow up to 2006’s extravaganza with Sarah Silverman, Lewis Black and Judy Gold, this year’s tribute to the legendary satirist includes Rich Vos (who played Lenny Bruce on *American Dreams*, *Opie & Anthony Show*), Bonnie McFarlane (*HBO Comedy*), Paul Meurice (*The Daily Show*), Eugene Mirman (*Conan O’Brien*) and several surprise special guests. A portion of the proceeds will directly benefit PEN Writers and CCR (Center For Constitutional Rights).

HE'BREW will pit **Jewbelation Eleven** along with other Chosen Beers against national holiday beer luminaries in their annual challenge “*Chanukah vs. Christmas: The Battle Royale of Beers*” returning to San Francisco, Seattle, Portland, Baltimore, and other sites to be announced nationwide.

Proprietor Jeremy Cowan continues to give presentations for top ranking extreme beer festivals, community

events and non-profit organizations on *How It Took 10 Years and Radical Jewish Brewing To Make HE'BREW Beer a National Brand*. "I'm really proud of how HE'BREW has attracted such a dedicated cult following by sticking to our core principles of Shmaltz: spectacular beer, high quality content with sincere community involvement, and of course very fun shtick," said Mr. Cowan. "Over 11 years, HE'BREW has reached so many people, and our second decade marks our highest caliber of craft brewing yet, continuing to convert beer lovers everywhere to The Chosen Beers. I think our beers can now stand with the best gourmet microbrews in the country."

The 2007 special releases are as follows:

Jewbelation Eleven: Progressing into its fourth incarnation, the limited release of HE'BREW's award winning **Jewbelation** series rocks into 2007 brewed to prove bigger is better with 11 malts, 11 hops, and soaring to 11% alc.

Nigel: "If we need that extra push over the cliff, you know what we do?" / *Marty:* "Put it up to Eleven?" / *Nigel:* "Exactly." (*This is Spinal Tap*, 1984)

Coney Island Lager: Inspired by the spirit, the history, and the future of the famed Brooklyn playground, Shmaltz Brewing introduces the first act in its new sideshow of spectacular Coney Island Lagers. Craft Brewed with 8 malts, 6 hops, & Czech Pilsner yeast (5.5% alc). Proceeds help Coney Island USA, a 501(c)(3) non-profit fulfilling its mission to defend the honor of lost forms of American popular arts and culture, leading the renaissance in Brooklyn's historic Coney Island neighborhood.

ORIGIN: Pomegranate Ale: A renewal of their original HE'BREW covenant and brewed with the juice of over 10,000 luscious pomegranates, **ORIGIN** is a complex, rich and balanced Imperial Amber Ale with a truly unique character. The only Pomegranate Strong Ale in the country.

Bittersweet Lenny's R.I.P.A.: Commemorating the 40th anniversary of the death of prophetic Jewish comedian Lenny Bruce, Shmaltz brewed this rye-based double IPA with an obscene amount of malts and hops far beyond contemporary community standards for flavor and taste. "Best International Ale" –*Calgary Beer Festival*. "F#cking Delicious" –*Playboy.com*. "Makes your heart skip a beat." –*Beer Advocate*

Rejewvenator: HE'BREW's forthcoming Annual Celebration Ale, **Rejewvenator (Year of the Fig)** debuts as a special addition to their sacred fruit infused line-up. Available in Spring 2008.

About Shmaltz Brewing Company

Begat as an experiment for Chanukah 1996 by Jeremy Cowan, Shmaltz Brewing has sold over two and a half million bottles to date, while the company's HE'BREW Beer has become a pop cultural phenomenon appearing in *Who Wants to Be a Millionaire*, *CNN Headline News*, *The Onion*, *The Today Show*, *Bravo*, *NPR's "Weekend Edition"*, *The New York Times*, *Newsweek*, *SELF*, *Playboy*, *Associated Press*, *Reuters*, *San Francisco Magazine*, *MSNBC*, *The Jerusalem Report*, *New York Jewish Week* and *Forbes.com*.

With over 500% growth since introducing Genesis Ale and Messiah Bold in 6-packs and moving its production to the acclaimed Mendocino Brewing Company (Saratoga Springs, NY) in 2003, HE'BREW Beer is now available in over 25 states at more than 1,000 retail and specialty shops across the U.S. including Whole Foods, Beverages & More and Cost Plus.

Enthusiastically touted by both critics and consumers alike, HE'BREW Beer kicks off its second decade of brewing as the Biggest, the Smallest, the Most Award-Winning and still the Only Jewish Celebration Beer in America. *L'Chaim!*

###