



2012 HOLIDAY FOCUS CALENDAR

New York • San Francisco • Beyond!



Contact us: info@shmaltzbrewing.com • shmaltzbrewing.com



January

February

MARCH



MARCH 7-8: PURIM

Watch out St. Patrick's Day... Here comes Purim!

As the Good Book says... *"Drink until you can't tell the difference between curses and blessings."* Take advantage of a true Jewish drinking holiday.

APRIL



APRIL 14: PASSOVER... BREAK THE BEER FAST!

****Passover starts April 6th and ends on April 14th****

Because of the yeast and grains used, beer CANNOT be *Kosher for Passover*, even though all HE'BREWs are kosher the rest of the year. Please DO NOT advertise the beers as a Kosher option during this week. If retailers want to display cases around the season in general, please make sure they are in the beer section and not with any *Kosher for Passover* displays.

HOWEVER, the Jewish community breaks the fast on the evening of April 14th, which is the perfect night to plan HE'BREW tastings and events.

May

JUNE

JULY



JUNE - AUGUST: SUMMER OF CONEY ISLAND

Mermaid Parade (June 23rd) / 4th of July & Hot Dog Eating Contest (July 4th)

Bring on the parades and the BBQs! Every year, millions of people across the country tune into ESPN to see the July 4th *Nathan's Hot Dog Eating Competition* take place in Coney Island. Is there another line of craft-brewed lagers that are a more perfect fit?

AUGUST

SEPTEMBER



SEPTEMBER 16-18: JEWISH NEW YEAR & HIGH HOLIDAYS

Jewish New Year (Sept. 16th-18th) & High Holidays

The ONLY Jewish Celebration Beer in the country. All HE'BREW beers are Kosher certified to the strictest Orthodox standards by *Kosher Supervision of America (KSA)*.

OCTOBER



SEPTEMBER-OCTOBER: THIS IS NOT OKTOBERFEST... THIS IS FREAKTOBERFEST

6 malts, 6 hops, and 6.66% ABV make this **Blood-Red Lager** the perfect offering for the season. Display this beer on its own, or with the many Oktoberfest and Halloween beers, and feature it on draft and in bottles at your favorite craft beer haunt. Come out to play at our annual Brooklyn bash or plan your own FREAKTOBERFEST.

November

DECEMBER



DECEMBER 8-16: CHANUKAH

Chanukah, Hanukkah... Pass the beer! Celebrate with the release of Jewbelation Sweet 16 – the most award-winning and Extreme Chanukah Beer in the country. And with an all new Holiday Gift Pack for 2012, this is the perfect season to Build Your Own Beer Menorah. If all goes according to plan, candles won't be the only thing getting lit!