



2012 PRODUCT PLANNER

New York • San Francisco • Beyond!

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



BOTTLES: YEAR ROUND CORE BRANDS

NEW FOR 2012!

 HE'BREW THE CHOSEN BEER	BITTERSWEET LENNY'S R.I.P.A. 4-pack: 6-42855-41240-1 Bottle: 6-42855-41210-4	GENESIS DRY HOPPED SESSION ALE NEW RECIPE! 6-pack: 6-42855-11260-8 Bottle: 6-42855-11210-3	MESSIAH NUT BROWN ALE 6-pack: 6-42855-21260-5 Bottle: 6-42855-21210-0	HOP MANNA IPA 22oz Bottle: 6-42855-32210-6	ORIGIN 22oz Bottle: 6-42855-32210-6
CONEY ISLAND CRAFT LAGERS	CONEY ISLAND LAGER 22oz Bottle: 6-42855-90001-4	SWORD SWALLOWER 22oz Bottle: 6-42855-90002-1	ALBINO PYTHON 22oz Bottle: 6-42855-90003-8	HUMAN BLOCKHEAD 22oz Bottle: 6-42855-90005-2	

BOTTLES: SEASONAL AND LIMITED RELEASE

(See Pre-Order Form for Instructions)

	January	February	March	April	May	June	July	August	September	October	November	December
PRE-ORDER					CONEY ISLAND VARIETY PACK 12-Pack: 6-42855-90121-9				FREAKTOBERFEST 4-pack: 6-42855-94124-6 Bottle: 6-42855-91204-8	HE'BREW HOLIDAY GIFT PACK 8-Pack: 6-42855-51280-4		
LIMITED	<i>Jewbelation 15</i> 22oz: 6-42855-52210-0		BARREL AGED FUNNY JEWELATION 22oz: 6-42855-42210-3		BARREL AGED HUMAN BLOCKHEAD 22oz: 6-42855-42210-3		REUNION: A Beer for Hope with Terrapin & SBS Imports 22oz: 6-42855-00001-1		BARREL AGED GEEKTOBERFEST 22oz: 6-42855-42210-3		<i>Jewbelation SWEET 16</i> 22oz: 6-42855-52210-0	

DRAFT: YEAR ROUND CORE BRANDS

BITTERSWEET LENNY'S R.I.P.A. 1/6 BBL	NEW FOR 2012! HOP MANNA IPA 1/2 BBL or 1/6 BBL	<i>Mermaid</i> PILSNER 1/2 BBL or 1/6 BBL	CONEY ISLAND LAGER 1/2 BBL or 1/6 BBL
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DRAFT: ROTATOR PROGRAM

(See Pre-Order Form for Instructions)

	January	February	March	April	May	June	July	August	September	October	November	December
LOW ALC.	NEW RECIPE! GENESIS DRY HOPPED SESSION ALE 1/2 BBL or 1/6 BBL				ALBINO PYTHON 1/2 BBL or 1/6 BBL			MESSIAH NUT BROWN ALE 1/2 BBL or 1/6 BBL				
HIGHER ALC. & SEASONAL			HUMAN BLOCKHEAD 1/6 BBL		SWORD SWALLOWER 1/2 BBL or 1/6 BBL			FREAKTOBERFEST 1/2 BBL or 1/6 BBL		ORIGIN 1/6 BBL		
LIMITED	<i>Jewbelation 15</i> 1/6 BBL		BARREL AGED FUNNY JEWELATION 1/6 BBL		BARREL AGED HUMAN BLOCKHEAD 1/6 BBL		REUNION: A Beer for Hope with Terrapin & SBS Imports 1/6 BBL		BARREL AGED GEEKTOBERFEST 1/6 BBL		<i>Jewbelation SWEET 16</i> 1/6 BBL	