

FOR TTB USE ONLY			DEPARTMENT OF THE TREASURY ALCOHOL AND TOBACCO TAX AND TRADE BUREAU APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL (See Instructions and Paperwork Reduction Act Notice on Back)
TTB ID 14231001000320			
1. REP. ID. NO. (If any)	CT 901	OR 02	

## PART I - APPLICATION

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required) BR-NY-CON-15000		3. SOURCE OF PRODUCT (Required) <input type="radio"/> Domestic <input type="radio"/> Imported		8. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT OR BREWER'S NOTICE. INCLUDE APPROVED DBA OR TRADENAME IF USED ON LABEL (Required)  CONEY ISLAND BREWING COMPANY, Shmaltz Brewing Company, LLC 6 FAIRCHILD SQUARE  CLIFTON PARK NY 12065  SHMALTZ BREWING COMPANY (Used on label)
4. SERIAL NUMBER (Required) 140030		5. TYPE OF PRODUCT (Required) <input type="radio"/> WINE <input type="radio"/> DISTILLED SPIRITS <input type="radio"/> MALT BEVERAGE		
6. BRAND NAME (Required) HE'BREW		8a. MAILING ADDRESS, IF DIFFERENT		
7. FANCIFUL NAME (If any) HANUKKAH, CHANUKAH				
9. EMAIL ADDRESS	10. GRAPE VARIETAL(S) (Wine Only) N/A	11. FORMULA	18. TYPE OF APPLICATION (Check applicable box(es)) a. <input type="radio"/> CERTIFICATE OF LABEL APPROVAL b. <input type="radio"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "For sale in _____ only" (Fill in State abbreviation.) c. <input type="radio"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL. TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ _____ (Fill in amount) d. <input type="radio"/> RESUBMISSION AFTER REJECTION TTB ID. NO. _____	
12. NET CONTENTS 12 FL. OZ.	13. ALCOHOL CONTENT	14. WINE APPELLATION IF ON LABEL		
15. WINE VINTAGE DATE IF ON LABEL	16. PHONE NUMBER (518) 833-2117	17. FAX NUMBER		
19. SHOW ANY INFORMATION THAT IS BLOWN, BRANDED, OR EMBOSSED ON THE				

CONTAINER (e.g., net contents) ONLY IF IT DOES NOT APPEAR ON THE LABELS AFFIXED BELOW. ALSO, SHOW TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.

PART II - APPLICANT'S CERTIFICATION

Under the penalties of perjury, I declare; that all statements appearing on this application are true and correct to the best of my knowledge and belief; and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which are attached to an original TTB F 5100.31, Certificate/Exemption of Label/Bottle Approval.

20. DATE OF APPLICATION 08/19/2014	21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT (Application was e-filed)	22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT Robert Craven
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PART III - TTB CERTIFICATE

This certificate is issued subject to applicable laws, regulations and conditions as set forth in the instructions portion of this form.

23. DATE ISSUED 09/04/2014	24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU 
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FOR TTB USE ONLY

<p><b>QUALIFICATIONS</b> Information on Social Media sites, such as: FACEBOOK and/or TWITTER, as well as, information contained on apps referenced on the label, must be in compliance with all labeling and advertising regulations. TTB has not reviewed this label for type size, characters per inch or contrasting background. The responsible industry member must continue to ensure that the mandatory information on the actual labels is displayed in the correct type size, number of characters per inch, and on a contrasting background in accordance with the TTB labeling regulations, 27 CFR parts 4, 5, 7, and 16, as applicable.</p> <p><b>STATUS</b> THE STATUS IS APPROVED.</p> <p><b>CLASS/TYPE DESCRIPTION</b> BEER</p>	<p><b>EXPIRATION DATE (If any)</b></p>
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AFFIX COMPLETE SET OF LABELS BELOW

Image Type:  
  
Brand (front) or keg collar  
Actual Dimensions: 3.25 inches W X 3.75 inches H

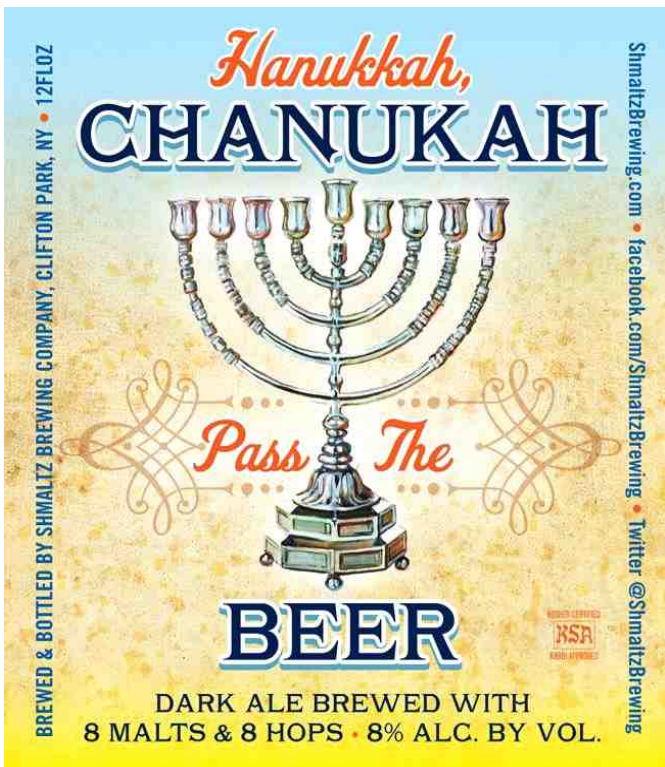


Image Type:

Neck  
Actual Dimensions: 4.6 inches W X 1.75 inches H



Image Type:

Back  
Actual Dimensions: 2 inches W X 3.75 inches H

## Come On Bubbe, Light My Fire!

No matter how you spell it, you now hold the official Chosen Beer of this holiday season. After 18 years of Shmaltz (and over 2000 years of Hanukkah tradition), we thought it was finally time to release a beer specifically to celebrate all the miracles of the 8 crazy nights. We hope our fermented creation will bring some light to the winter darkness and pair perfectly with the latkes and the battle royale of dreidels. Pass some Chanukah Beer over to your favorite friends and family and delight in the warming of the season. *L'Chaim!*

*JAC* - Jeremy Cowan, *proprietor*

Menorah painting by Jennifer Maher. [www.yourtoyportrait.com](http://www.yourtoyportrait.com)

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY AND MAY CAUSE HEALTH PROBLEMS.



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CT-ME-VT-DE-NH-NY-IA-OR-5¢/M 10¢ REFUND OK+ CA CASH REFUND FLORIDA 6