



The Shipyard Brewing Company

Portland, Maine

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NEW POP ON THE BLOCK: CAPT'N ELI'S ROOT BEER IS WHAT'S BREWING AT SHIPYARD

www.captneli.com

August 15, 2002 - Portland, Maine: In 1876, America's first commercial root beer made its debut at the US Centennial Exposition in Philadelphia. 125 years later in Portland, Maine Capt'n Eli's Root Beer joins the ranks as one of the newest root beers on the market since Hires Root Beer set the stage for this successful drink in 1876. It's been estimated that as many as 2,000 different brands have entered the market since then. Capt'n Eli's is one of only of handful of root beers hailing from Maine.

Root beer, the original American soft drink, is only 100 years younger than the nation itself and predates colas and other popular sodas. As the name implies, original root beer was brewed by fermenting a blend of yeast and sugar with juices extracted from various roots and barks, such as sarsaparilla.

Capt'n Eli's Root Beer is a full-bodied, hand-crafted, traditional root beer with the essence of wintergreen oil, anise, and vanilla. It's sweetened with natural cane and brown sugars, not corn syrup. That might seem like a minor difference, but not to Shipyard. "The use of sugar versus corn syrup in our recipe makes Eli's taste more subtle and less sweet than mass-produced commercial brands," noted Fred Forsley, president of The Shipyard Brewing Company. "Sugar is more expensive than corn syrup - about three times as much - but it's worth it."

Carbonated soft drink sales increased just half a percent in the US in 2001. However, flavored soft drinks, such as root beer, grew faster than colas.

Root beer is a great fit for a craft-brewery like Shipyard. "Soda was a fairly logical step for us," Forsley explained. "The process uses pretty much the same equipment and some of the same techniques."

This tried-and-true old fashioned addition to the Shipyard family is named after Forsley's father and son. The recipe was created about 8 years ago at the Kennebunkport Brewing Company, which is also owned by Forsley. "This root beer has been available on draft for a number of years but this is the first year we've brewed and bottled it for distribution," said Forsley. "We see soda as an emerging market for us and are very encouraged by the consumer demand we've experienced for this soft drink."

There's a lot in store for Capt's Eli's out of the bottle as well. Shipyard is in the process of developing a cartoon character and comic series based on Capt'n Eli's adventures with his friends. The comic series will debut at Federal Jack's Restaurant and Brew Pub in Kennebunk this fall.

Capt'n Eli's Root Beer is distributed by Portland Beverage Company; a family owned and operated business in Portland, Maine. Portland Beverage is the state's sole distributor for Red Bull which, for the first time in 2001, joined the list of the Top 10 Soft Drink Companies in the US. "With the strength of Portland Beverage behind us, we know we can take this brand to great heights," Forsley noted.

In addition to Capt'n Eli's Root Beer, The Shipyard Brewing Company currently produces 10 different varieties of English style and seasonal ales.

Fred Forsley and Master Brewer Alan Pugsley originally founded Kennebunkport Brewing Company and Federal Jack's Restaurant in 1992, and established The Shipyard Brewing Company in 1994.

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