



The Shipyard Brewing Company

Portland, Maine

Contact: Tami Kennedy
tami@maine.rr.com
(207)838-0816

Capt'n Eli's Root Beer Expands Distribution to West Coast

PORTLAND, MAINE -- (May 24, 2004) ^The Shipyard Brewing Company has expanded their market for Capt'n Eli's Root Beer to the west coast. Maine's largest brewery has shipped 1,200 cases of their hand-crafted soda to Real Soda in Real Bottles in Carson, California.

Real Soda in Real Bottles supplies distributors in California, Arizona, Nevada, Colorado, Montana, Idaho, Oregon, Washington, and Alaska.

“We have the most extensive and exotic selection of glass-bottled soft drinks under one roof anywhere in the United States,” remarked Real Soda president Danny Ginsberg. “We are attracted to Capt'n Eli's Root Beer because it is an excellent product. I also like the fact that, in addition to being good root beer, Capt'n Eli's has its own daily Web comic and comic book which are innovations a lot of other manufacturers do not have. I have always believed that sodas are fun and one of the great pleasures in life. I think that Capt'n Eli's good quality and unique innovations bring color and fun back into this industry.”

In addition to shipping 960 cases of Capt'n Eli's Root Beer, the brewery sent 240 cases of Sea Dog Root Beer which is also produced at Shipyard.

“They are the only products we will have that are produced in the state of Maine,” continued Ginsberg. “We pride ourselves on having products from all over the place, and Maine is the cornerstone of our great country which helps form that unique familiar shape that the world recognizes as the profile of the United States.”

“It is always exciting to send a full trailer to a new market,” remarked Master Brewer Alan Pugsley. “This gives us the potential to open up a far flung market for these traditional, old fashioned root beers.”

Discover more at www.captneli.com and www.shipyard.com.

The Shipyard Brewing Co.
86 Newbury Street
Portland, ME 04101
207.761.0807

info@shipyard.com