



The Shipyard Brewing Company

Portland, Maine

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

THE SHIPYARD BREWING COMPANY'S PUMPKINHEAD ALE GROWS MARKET

PORTLAND, MAINE - (*September 7, 2004*) – The market for Maine's hand-brewed Shipyard Pumpkinhead Ale has expanded to include: Pennsylvania, Indiana, Illinois, North Carolina, Ohio, and New Jersey.

In addition to these newly opened markets, this product continues to have wide distribution and appeal throughout New England, Florida, and California. Most notably, Beverages and More! is carrying this product statewide in California in over 50 stores.

Shipyard's national broker, Total Beverage Solution (TBS) is adding new distributors on a weekly basis. "We're proud to be the national broker for Shipyard's line of hand-crafted ales," remarked Dave Pardus, president of TBS. "Pumpkinhead generates a lot of excitement in the marketplace and we expect to double the distribution area for this product within a year."

"This year, our sales are being driven by a custom made 10 case retail stacker to display this unique fall brew," noted Bruce Forsley, director of marketing. "This is an eye-catching package and the case stackers really show off the artwork and attract attention."

The logo was designed by Maine artist, Kenny Hendrickson. Brilliant orange lettering against a midnight blue background surrounds a bronze statue of a horseman donning a pumpkin for a head and holding a pint glass in his outstretched arm as his horse speeds forward.

Shipyard Pumpkinhead Ale is a crisp and refreshing wheat ale with delightful aromatics and subtle spiced flavor. It is available September through October and has 4.8% alcohol by volume.

Shipyard Pumpkinhead Ale was first brewed more than a decade ago at Federal Jack's Restaurant and Brew Pub in Kennebunk, Maine where Shipyard began.

The return of this fall brew is being celebrated Thursday, September 23 from 5:00 – 8:00 pm at RiRa on Commercial Street in Portland and also on Monday, October 11 at Federal Jack's Restaurant and Brew Pub's 12th annual Gary's House Fundraiser lobster bake and BBQ. This event begins at noon.

Shipyard currently produces 12 different varieties of award-winning English style and seasonal beers. 2004 marks the 10th anniversary of The Shipyard Brewing Company.

For national distribution information and availability, contact Dave Pardus at Total Beverage Solution, dpardus@totalbeveragesolution.com or via phone 843-881-0761.

Discover more at www.shipyard.com.

The Shipyard Brewing Co.
86 Newbury Street
Portland, ME 04101
207.761.0807
info@shipyard.com