



The Shipyard Brewing Company

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Shipyard Brewing Company Announces Winners of Light Beer Slogan Contest

PORTLAND, MAINE (July 22, 2004) – One winner and two runners up have been selected by The Shipyard Brewing Company for its all new Shipyard Light Beer.

David Dearborn took first place with his slogan: “The way light should be”. Dearborn is a native of Waterville and has lived in Portland for the past 11 years.

This winning slogan will be used on all Shipyard Light Beer advertising and will be the focal point of a new promotional sticker available this fall.

“I’m really excited,” remarked Dearborn. “I truly think that Maine people put out good products.”

New Hampshire native Cheryl Hess was a runner up with her slogan “Come into the light”.

Kim Steinbarger, who grew up in New Hampshire but now resides in downeast Maine was also a runner up with her slogan: “Shipyard Light Beer: For the perfect fit”.

Hess has a background in marketing and thought the slogan contest was a great concept. “I thought that ‘Come into the light’ would be quick and to the point,” she said.

The contest caught Steinbarger’s eye when she was at a grocery store. “I bought Shipyard beer that day. My husband and I both lost weight recently on a low carb diet so I’m always on the lookout for new products. That’s what piqued my interest.”

Shipyard Light is a low calorie beer with fewer carbohydrates than other Shipyard products.

Shipyard Light has 3.2% alcohol by volume, yet only 97 calories and 7.4 carbohydrates per 12-oz. serving. In comparison, Shipyard’s flagship brand, Shipyard Export Ale, has 12 carbohydrates per 12-oz. serving.

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

Discover more at www.shipyard.com.

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