



The Shipyard Brewing Company

Portland, Maine

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Capt'n Eli's Root Beer Makes Debut at The Big E

PORTLAND, MAINE (September 14, 2004) – From September 17 - October 3 Capt' Eli's Root Beer will be featured in the Downeast Smokehouse in the Maine Building along the Avenue of States at The Big E in West Springfield, Massachusetts..

The Big E is the largest fair in the northeast and is the 10th largest fair in the nation.

Capt' Eli's was invited to participate in this event by the Maine Aquaculture Association.

“In addition to being a Maine made root beer, Capt'n Eli's has its own daily Web comic featuring the Undersea Adventures of Capt,n Eli,” remarked Scott Doyle, sales manager for Capt,n Eli. “Like good old fashioned root beer, this Web site is designed for kids all ages and seeks to capture the spirit of the golden age of adventure comics. The fun connection we've made between our product and the adventure and excitement of the vast world beneath the sea is what first attracted the Maine Aquaculture Association to our product.”

“Partnering with Capt' Eli's Root Beer was a natural for us,” said Sebastian Belle, the executive director of the Maine Aquaculture Association. “Our members work literally on, in and under the water every day. Capt,n Eli and his adventures with the Seasearchers are all about exploring a frontier that we know so little about - the ocean. As fish and shellfish farmers, we explore and learn about the blue frontier everyday. Capt,n Eli and the Seasearchers adventures are a good way to get young folks interested in math, science, and the oceans. That,s good for the environment and helps us find young folks with strong technical skills to help farm the oceans sustainably.”

Capt' Eli's Root Beer is hand-crafted by The Shipyard Brewing Company in Portland, Maine and is distributed on both the east and west coasts.

The Undersea Adventures of Capt,n Eli is written and illustrated by Jay Piscopo, also of Portland.

Discover more at www.captneli.com , www.thebige.com , and www.maineaquaculture.org

Discover more at www.shipyard.com.

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