



The Shipyard Brewing Company

Portland, Maine

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Shipyard Export Gets a New Look

Portland, Maine (July 28, 2005) – For the first time since it was first brewed 13 years ago, Shipyard Export has been updated with a new package and label design.

“The beer itself remains the same,” said Alan Pugsley, master brewer and co-founder of The Shipyard Brewing Company. “We’ve simply updated the look and feel of the package.”

The changes are subtle – cleaner lines on Shipyard’s trademark schooner illustration, bolder lettering, and brighter coloring -- but Shipyard has found the contemporized look has already spurred sales. The updated Export 6-packs hit the shelves this spring and year-to-date sales for this package are already up 2.8%.

“The 12-packs hit the shelves this month,” continued Pugsley. “Now we’ll be able to really monitor the full impact of this new look.”

Why now? President and co-founder Fred Forsley says now is the perfect time for the change. “We’ve expanded distribution to 27 states and have just gone statewide in California. People drink Shipyard Export because they appreciate what’s in the bottle. But what if they haven’t tried it? The package is their first impression and a crisp, clean, bold look really makes Export stand out on the shelf.”

Bruce Hutchinson did the illustration and the package was designed by CD&M, both located in Portland, Maine. CD&M has also designed labels and carton packaging for Shipyard IPA, Winter, and Summer Ale. Hutchinson’s illustrations can be found on other Shipyard packages as well, including the all new Brewer’s Choice released in February 2005.

The Shipyard Brewing Company was founded in 1994 by Fred Forsley and Alan Pugsley. Its products were first brewed at Kennebunkport Brewing Company, where Shipyard began. Shipyard is located on the historic waterfront in Portland, Maine and produces 13 varieties of award-winning English style and seasonal beers. Its products are distributed in over 25 states, including: Texas, California, Florida, Kentucky, Minnesota, North Carolina, and Michigan.

Discover more at www.shipyard.com.

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