



The Shipyard Brewing Company

Portland, Maine

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New Look for Shipyard Captain's Collection

PORTLAND, MAINE (December 12, 2005) – Shipyard Brewing Company has updated the look of its popular assorted 12-pack, the Shipyard Captain's Collection.

The dark blue nautical-themed background has been replaced with an illustration featuring the company's wide selection of year-round and seasonal ales. Bolder lettering and brighter coloring add to the look.

The Captain's Collection is a variety pack featuring a sampling of Shipyard's 13 award-winning, year-round, and seasonal ales. This special assortment is packed at random and the brands selected vary according to the season.

Master Brewer Alan Pugsley says now is the perfect time to freshen the look of this customer favorite. "We've expanded our market to 27 states and have just gone statewide in California. The variety found in Captain's Collection is the perfect way to introduce new customers to our products. This updated look will draw attention on the shelf in new markets and in our core states."

Portland illustrator Bruce Hutchinson did the artwork and the package was designed by Chris Hadden, also of Portland.

Shipyard Brewing Company was founded in 1994 by Fred Forsley and Alan Pugsley. 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.

Learn more at www.shipyard.com

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