



# Shipyard Brewing Company

Portland, Maine

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## **SEA DOG BREWING COMPANY: NEW APRICOT WHEAT BEER AVAILABLE IN MAY**

**PORTLAND, MAINE (March 31, 2006)** – In May, Sea Dog Brewing Company will release its new Sea Dog Apricot Wheat Beer, a crisp and quenching wheat ale with the subtle essence of fresh apricots.

This beer adds to Sea Dog's successful fruit beer portfolio which includes the award winning Sea Dog Bluepaw Wild Blueberry Wheat Ale and Raspberry Wheat Ale.

"In 2005, sales of Sea Dog Bluepaw grew a phenomenal 69 percent. Sales of Sea Dog Raspberry are also trending up," said Bruce Forsley, director of sales and marketing for Sea Dog brands. "Fruit flavored beer and spirits are popular nationally and consumers are looking for innovative, refreshing flavors."

Sea Dog Apricot Wheat Beer has 4.6% alcohol by volume and is available year round in 12-packs, 6-packs, and on draft. The package is a crisp, eye catching red with fresh apricots surrounding the Sea Dog logo.

For distribution information contact Bruce Forsley – [bforsley@shipyard.com](mailto:bforsley@shipyard.com), 207-761-0807 x7104.

<Artwork available on request>

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