



# Shipyard Brewing Company

Portland, Maine

Contact: Tami Kennedy

[tami@maine.rr.com](mailto:tami@maine.rr.com)

(207)838-0816

## Stand by for Adventure! Maine-made Capt'n Eli's Root Beer Debuts all new Comic Book at the Big E

**PORTLAND, MAINE -- (July 27, 2006)** – Capt'n Eli's Root Beer is the only soda in the world with its own comic book adventure series. "The Undersea Adventures of Capt'n Eli" is an on-going web comic [www.captneli.com](http://www.captneli.com) and is now available in print as "The Mystery of the Sargasso Sea" comic book.

"The story is designed for kids of all ages and brings back the feeling of childhood adventure when comics were a dime, the neighborhood store soda fountain served root beer floats and your imagination could propel you anywhere," said Capt'n Elis Soda brand manager Scott Doyle.

Capt'n Eli's premium, Maine-made 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 held September 15 – October 1 and is the largest fair in the northeast and the 10<sup>th</sup> largest fair in the nation.

Capt'n Eli's Root Beer is available across New England, Florida and in select markets on the West Coast. Expansion is planned as new distribution inquiries come in from around the United States. Other flavors in this premium soda line are: Capt'n Eli's Ginger Beer, Parrot Punch, and Blueberry Pop. Capt'n Eli's Soda is caffeine free and hand-crafted with real cane sugar by Shipyard Brewing Company in Portland, Maine. "The Undersea Adventures of Capt'n Eli" is written and illustrated by comic book artist Jay Piscopo, also of Portland. "The Mystery of the Sargasso Sea" will also be printed as a 200 page graphic novel this year.

For soda distribution information contact Scott Doyle:

[sdoyle@shipyard.com](mailto:sdoyle@shipyard.com)

207-761-0807 x7167

On the net:

[www.captneli.com](http://www.captneli.com)

[www.shipyard.com](http://www.shipyard.com)

[www.thebige.com](http://www.thebige.com)

The Shipyard Brewing Co.

86 Newbury Street

Portland, ME 04101

207.761.0807

[info@shipyard.com](mailto:info@shipyard.com)