



Shipyard Brewing Company

Portland, Maine

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FOR IMMEDIATE RELEASE

NEW PACKAGE AND EXTENDED AVAILABILITY FOR SHIPYARD PRELUDE SPECIAL ALE

PORTLAND, MAINE – (October 26, 2007) – Since 1993, Shipyard Brewing Company's award-winning Prelude Special Ale has been a seasonal customer favorite.

This winter, Shipyard is extending the availability of Prelude by turning it into the brewery's official winter beer. Prelude Special Ale will now be available nationwide from November – January.

Prelude's packaging has been updated with a painting by Maine artist Paul Black. This new look features a classic winter scene set in the heart of Kennebunkport where Prelude first began.

Prelude Special Ale was originally introduced in 1993 at Federal Jack's Restaurant and Brew Pub to celebrate the holiday season in Kennebunkport. Prelude is the name of the town's annual holiday celebration.

Prelude is a rich, nutty, full-bodied English Ale with an inviting amber hue and hoppy finish. Prelude has 6.7% alcohol by volume, making this seasonal specialty the perfect winter warmer.

In 2006, this beer was named one of the World's 50 Best Beers in the UK International Beer Challenge. <http://www.ibc-awards.com/downloads/50bestbeers2006.pdf>

More about Shipyard:

www.shipyard.com

More about Kennebunkport Prelude:

<http://www.christmasprelude.com/>

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