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Boathouse Beverage LLC, 168 Imperial Ave Westport, CT 06880

NEW SpikedSeltzer: SPECIALTY GLUTEN FREE, LOW CARB BEER TO HIT THE MARKET

WESTPORT, CT- Boathouse Beverage, LLC announced that **SpikedSeltzer** has hit the shelves of local, Fairfield county liquor stores including Whole Foods markets and BevMax stores this week.

SpikedSeltzer is a unique, all natural, citrus-flavored, low carb, 6% alcohol beverage. While technically a beer, it's unlike all traditional beers because it does not contain any barley, wheat, or sorghum, making it completely gluten free. Nothing artificial is added. A proprietary blend of sugars is cold-brewed to dryness for a taste between a vodka soda and champagne. Infused with fresh-pressed lime essence and with only 5g of carbs per bottle, the finish is clean, crisp, and lively.



SpikedSeltzer comes in a 12 oz. glass bottle with quotes under the twist-off caps. It can be served from a chilled bottle, over ice in a highball glass, or used as a mixer for cocktails. Cocktail recipes such as “MER-MOSA”, “BELLE-INI”, and “COSMO-FIZZ” can be found on the 6-pack bottom as well as online at <http://spikedeltzer.com/cocktails/>.



One bottle SPIKEDSELTZER
Splash Orange Juice
Sliced Orange
Ice



One bottle SPIKEDSELTZER
Splash Cranberry Juice
Splash Triple Sec
Sliced Lime
Ice



One bottle SPIKEDSELTZER
Splash Peach Schnapps
Sprig Rosemary
Ice



"In recent years, consumer tastes have shifted away from artificial and heavily-sweetened drinks," says brewer and founder, Nick Shields. "The philosophy in creating SpikedSeltzer is to strive for simplicity, using just a few select ingredients and purified water".

A list of retail stores can be found on the company [website](http://www.spikedeltzer.com). Sampling events and new retailers will be announced at www.spikedeltzer.com as well as on the company's [Twitter](#) and [Facebook](#) pages.

ABOUT THE COMPANY, BOATHOUSE BEVERAGE LLC:

SpikedSeltzer started with a summer day, a boat, and a mermaid. Brewer and founder, Nick Shields rowed from the estuaries of Westport, CT to the expansive views at the mouth of the Saugatuck River. Ideas tend to crystallize mid-exercise, especially when on the water encircled by shimmering sun diamonds. As if whispered by a mermaid, the inspiration for a new kind of drink surfaced that day. The goal would be *simplicity*, said to be the ultimate form of sophistication.

Back ashore, he streamlined his recipe by paring natural ingredients down to their essences. Using techniques gleaned from winemaking, brewing, and flavor design, Shields mixed up cold-fermented, citrus-infused brews, then charcoal-filtered them to purity. "Simple and natural is just better," he says. About 80 batches of refinement later, SpikedSeltzer West Indies Lime was ready for the bottle.

As a 5th-generation brewer from the Haffenreffer family of Boston, he inherited a passion for beverages. His great-great grandfather, Rudolph Haffenreffer brought German-style lagers to Boston in 1869 and opened his own brewery the following year. Over the next 143 years, the Haffenreffers launched powerful brands like Pickwick ale, Narragansett lager, and Private Stock.

Dave Holmes sampled these mixes as they evolved from the early trials. He jumped at the chance to help his friend build a new company around it. Early in 2013, Nick and Dave teamed up to bring SpikedSeltzer to market.

ABOUT THE FOUNDERS, Nick and Dave:

Nick Shields is a beverage guy and entrepreneur. Since college, he's developed products for Pepsi, Cadbury Schweppes, Ocean Spray, Nantucket Nectars, a Manhattan brewpub, and a Long Island winery. He's a 5th-generation master brewer with a MS in food science from Cornell. In recent years, Nick managed his family's Haffenreffer beer brand.

Dave Holmes is a finance guru and entrepreneur. He has worked in New York since college, except for four fulfilling years spent as a timber frame builder in rural Maine. After a seven-year run of turning around bankrupt companies for a NY hedge fund, he decided to help build a business from the ground up.

Both Nick and Dave reside with their families in Westport CT and Rowayton CT, respectively. When not pouring samples, Nick and Dave might be rowing on the LI Sound or less frequently piloting Cessnas across it.



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