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**FLIGHT CLUB: BrewDog hosts over 200 beer fans on world’s first craft beer flight, with the maiden voyage for BrewDog Airlines**

*The Scottish brewer and over 200 craft beer fans embarked on the inaugural BrewDog Airlines this weekend for the ultimate Transatlantic craft beer adventure*

Independent craft brewer, BrewDog took to the skies for the ultimate immersive craft beer experience this weekend on the maiden flight for BrewDog Airlines, the world’s first carrier dedicated to the enjoyment of great craft beer, 35,000ft in the air.

Flying from Stansted, London to Columbus, Ohio, the Aberdeenshire brewer flew more than 200 beer fans on a chartered Boeing 767 for a four-night round-trip to BrewDog’s US HQ. Beer fans explored BrewDog’s state-of-the-art US brewery, dedicated beer museum, and immersive craft beer utopia, The DogHouse hotel.

On board, passengers were treated to a unique beer tasting led by co-founders James Watt and Martin Dickie, sampling BrewDog’s limited-edition beer, Flight Club. The 4.5% IPA was brewed specially for the journey, and designed to be enjoyed at altitude, where a reduction in smell and taste sensitivity are often experienced.

James Watt, BrewDog cofounder said:

“We’d had enough of being served mediocre, lifeless beer on flights so we decided to show the rest of the world how it should be done. You shouldn’t have to settle for substandard beer just because you’re 35,000 ft in the air.”

The BrewDog Airlines in-flight menu featured dishes carefully curated and paired with a range of BrewDog beers for passengers to enjoy, served by Cicerone trained cabin crew. The Cicerone Certification Program has become the industry standard for identifying those with significant knowledge and professional skills in beer sales and service.

Guests on board the plane were greeted with BrewDog Airlines care packages, each containing a BrewDog blanket, beanie hat, branded BrewDog in-flight magazine, and a can of the Scottish brewer's flagship craft beer, Punk IPA, for flyers to kick back and relax with during the 9-hour flight. iPads loaded with original content from BrewDog’s digital TV channel – The BrewDog Network – were also supplied to each guest on the flight. On the return leg, branded toothbrushes and eye masks were on offer.

**Take off to Touch Down**

The four-night round trip kicked off with a tour of Columbus’ top breweries, bars and restaurants, which included beer launches at BrewDog’s three bars in the city, DogTap, Franklinton and Short North.

Beer fans were then invited to tour BrewDog’s state-of-the-art US brewery and HQ, visit the immersive DogHouse Hotel, and delve into BrewDog’s dedicated beer museum for a craft beer education. Guests were also invited on a day trip to Cincinnati to explore renowned breweries Urban Artifact, Mad Tree and Rhinegeist to learn about their history and try their acclaimed beers.

**Ale Miles**

Tickets for BrewDog Airlines were priced at £1,250 per person, which included return flights, excursions and accommodation, and were available exclusively to BrewDog’s community of Equity Punk shareholders. BrewDog also ran a competition last year to select five lucky winners, each with a plus one, to also join the trip.

Over the past 10 years, the brewer has raised more than £67m from over 96,000 shareholders around the world. The funds raised have been instrumental in the brewer’s establishment in the US and expansion around the world. BrewDog conceived the round trip as a thank you to shareholders and an opportunity for them to appreciate the results of their investment first hand.

Exclusive offers were open to BrewDog Equity Punk shareholders, including the chance to stay at BrewDog’s 32-room beery paradise, The DogHouse. Each room of the world’s first craft beer hotel features individual beer taps, a built-in shower beer fridge and views of the working brewery for the ultimate immersive craft beer experience.

James Watt, continued:

“We get excited by big ideas, no matter how great the challenge. BrewDog Airlines is one of the most audacious adventures we’ve ever been on, and one many thought would never get off the ground. But here we are, showing that the sky really is the limit when it comes to craft beer.

Spending the past four days exploring the vibrant cities of Columbus and Cincinnati with our Equity Punks has been incredible. We can’t wait to make BrewDog Airlines a regular fixture, and welcome more craft beer fans onboard for an adventure like no other.”

Plans are currently underway for future BrewDog Airlines flights as the brewery continues to push the boundaries of beer, and give craft beer drinkers new opportunities to broaden their horizons of beer in new ways.

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**About BrewDog plc**

Since 2007 BrewDog has been on a mission to make other people as passionate about great craft beer as we are. From the Headliner series, which includes bold, uncompromising pack leaders like the flagship Punk IPA, to the Amplified range (beer, but turned up to 11), BrewDog brews beer that blows people’s minds and has kick-started a revolution.

Cofounders James Watt and Martin Dickie shook up the business world in 2010 with the launch of pioneering crowdfunding initiative Equity for Punks, an initiative that has seen the company raise £67m over five rounds, raising more money through online equity crowdfunding than any other on record. The funds and the army of punk shareholders (94,000) has enabled the Scottish craft brewery to scale up without selling out.

With over 80 bars across the globe, export into 60 countries, and a brewery in Ohio that launched in 2017, BrewDog continues to take the craft beer revolution stratospheric, whilst continuing to push the boundaries, invest in people, put the beer first, and champion other small breweries in its venues.

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