



BREWDOG

**THE BREWDOG BLUEPRINT
UPDATE**

MAY 2019



AN UPDATE ON OUR MANIFESTO FOR THE NEXT DECADE OF DOG.

Six months ago we unveiled the BrewDog Blueprint – a twenty-page manifesto detailing dozens of cool things we were planning for the weeks and months ahead. As time has moved on, we figured we should update you all on exactly how we are doing against that Blueprint. It's time for the mid-year report card...

BEER BLUEPRINT

CORE 2019 BEER RANGE

Our core range is set and firing on all cylinders – and is available in more places than ever with Hazy Jane and Funk x Punk debuting in supermarkets around the country.

HOP HUB - FULLY CHILLED NATIONAL BEER SUPPLY CHAIN

Our chilled warehouse – aka the Hop Hub – is fully operational which is huge for beer quality. Planning has been approved for the Hop Hub Taproom and work will begin soon on making this happen.

30 DAY IPA

Stored and shipped cold from us to you to retain its aromas and flavours, 30 Day IPA launched at #PunkAGM2019 and the next batch will be out soon. Keep an eye out for when it next takes that fully-refrigerated journey.

CASK IS BACK

From November you have had the chance to enjoy Dead Pony Club served on cask in perfect condition across our network of Draft House pubs.

LIVE BEER

Hundreds of you have already voted for the LIVE Beer you wanted to see, and it has resulted in Black Hammer, Hop Fiction, Alice Porter and now Dead Metaphor re-appearing on our LIVE Beer taps. What will be next?

DRAFT HOUSE ULTIMATE COLLABS

We had a blast brewing with the pioneering Sierra Nevada, Schneider Weisse and Victory on three amazing craft beers for our Draft House pubs. You can check them out right now!

BREWDOG OVERWORKS

Delays caused by bottling woes meant we launched in February rather than earlier in 2018, but the full OverWorks range is out and tasting incredible.

ALLSOPPS IPA

We've dialled in the recipe for this, a recreation of the first ever commercial example of our favourite beer style. Stand by for IPA as it should be soon!

FANZINE 2.0

Fanzine has moved monthly and we are committed to making our online beer subscription service amazing and we have some killer beers in the pipeline.

WILD CARDS ARE BACK

Our Wild Cards made a comeback in 2019, as promised, with Mail Order Martian in Q1 – keep an eye out for Walking Dead Rambling Society Brut IPA coming soon!

EQUITY PUNK REBREWS

Equity Punk Rebrews came back with a bang, with our first rebrew, voted by our community, Anarchist Alchemist – a 16.5% Hoppy Triple IPA. Look out for Mashtag '15 coming out soon with voting commencing in the summer for our Q3 Rebrew

BARREL AGED BEER PROGRAMME

Our Barrel aging programme is still a work in progress with 4 amazing barrel aged releasing this year – Paradox Islay and BA Ten Tonne Truck already out and / Tiramisu Crew & Clown King + Ten Ton Truck blend still to come!

COMMUNITY BLUEPRINT

THE BREWDOG OPEN DAY

Back in November we launched our first ever Industry open day. It was amazing that representatives from 60 different UK breweries joined us in north-eastern Aberdeenshire!

METRO MAYHEM

On Saturday 10th November we brought #MetroMayhem to London in one awesome beer-fuelled day. Look out for news on a bigger and better Metro Mayhem for 2019!

THE BREWDOG DEVELOPMENT FUND 2.0

Beny Ashburn and Teo Hunter became the first partners for our BrewDog Development Fund 2.0 with their mission to change the face of beer at Crowns & Hops. We have had enquiries from across the globe for our support in 2019 which we will be looking at over the course of the coming months.

NEW COLLABS

We've launched some amazing Collabs so far this year, including Northern Monk, Buxton, Verdant and Fierce Beer. Look out this month for collabs with Bearded Iris and North Brew!

BEER GEEK BUCKET LIST

BrewDog co-founder Martin Dickie visited some of the most legendary brewers in the business – including Fierce, Cloudwater and The Kernel – check them out on DrinkTV now!

EQUITY PUNK AIRWAYS

In February we flew over 200 Equity Punks direct from London to Columbus for an awesome VIP tour of our American brewery and adopted home state. We had such a blast taking things to another level with BrewDog Airlines that we are doing it all again in November.

EQUITY PUNK BREWDOG BAR FRANCHISE OPPORTUNITIES

Our EFP franchise day held in Ellon in November went well and we are currently in late stage negotiations to agree legals on our first EFP franchise site!

NEW BREWDOG.COM

This one didn't go so well. But we are determined to put it right with a full review of the website and mobile app and a set of actions to put in place. We have new resources in place to improve the shopping experience, functionality and community initiatives and improvements will happen from June onwards.

EQUITY PUNK MISSION CONTROL

Our Equity Punk Mission control, made up of eight Equity Punks with a varied background, met for the first time in January to help us shape our future strategy and Equity for Punks. They continue to act as an invaluable sounding board for our future plans and for our wider community.

BREWDOG BARS

FREE BEER SCHOOLS

In January we launched our new, completely free, Bar Stool Beer School. An amazing 6,000 people learned more about us and our craft beer. Although it has ended we have decided to host Bar Stool Beer Schools in all new BrewDog Bars for their first two months of being open.

TWO NEW LOCAL GUEST LINES

In February we launched Local Taps - From now on, each and every BrewDog Bar in the UK will have two of their taps exclusively set aside for the work of breweries local to them.

CUTTING OUR PAYMENT TERMS

This is one we could do better on; we strive to do this where possible but on many occasions we aren't keeping up with 7 days due to volumes and delays in our internal processes. But we are working on improvements to meet this commitment every single time.

MORE FESTIVALS

Since the launch of the Blueprint we have seen some great festivals happening in our bars including Month of Darkness, 12 beers of Christmas, #Sourfest2019 and UK Craft Beer Fest. Right now we are running our latest, showcasing some of the greatest new breweries the UK has to offer in Up & Coming!

OUR BUSINESS

THE BREWDOG FOUNDATION

In 2018 we paid out over £250k through the BrewDog Foundation and are committed to giving away £1m through charitable causes chosen by our Equity Punks and Crew – find out more about the BrewDog Foundation here: www.brewdog.com/about/brewdogfoundation

DIGITAL TV NETWORK

The BrewDog Network was rebranded the DrinkTV in 2019. DrinkTV is a unique content destination that celebrates all the best in drinks culture. Equity Punks – get free access through our website!

REMOVING PLASTIC FROM OUR PACKAGING

Since the beginning of 2019 ALL our consumer-packaged beer has been packaged in recycled and recyclable cardboard boxes. As well as reducing the amount of plastic we use, we think they look amazing on the shelves!

OUR AUSTRALIAN BREWERY

Slightly behind our ambitious target, our Brisbane brewhouse has broken ground and construction has begun. BrewDog Australia will be operational by the end of 2019!



AT BREWDOG,
WE BELIEVE IN
WORLD-CLASS
CRAFT BEER

AND WE ARE ON A MISSION TO
PUT THE TASTE, THE PASSION
AND THE CRAFTSMANSHIP BACK
INTO PEOPLE'S BEER GLASSES

WE BELIEVE THAT
GOOD PEOPLE DRINK
GOOD BEER

WE BELIEVE IN
INDEPENDENCE

IN AN INDUSTRY DOMINATED
BY MULTI-NATIONAL
CONGLOMERATES, WE
ARE MAKING A STAND FOR
INDEPENDENCE, A STAND
FOR AUTHENTICITY AND A
STAND FOR CRAFT.

WE
BELIEVE IN
COMMUNITY
OWNERSHIP

OUR BUSINESS IS PART
OWNED BY A COMMUNITY
OF OVER 90,000 BEER
LOVERS FROM ALL OVER
THE PLANET.

WE BELIEVE
IN BEING
A GREAT
EMPLOYER

WE BELIEVE THAT OUR LONG TERM
DESTINY WILL BE COMPLETELY
DEPENDENT ON HOW WELL WE
LOOK AFTER OUR AMAZING PEOPLE.

WE.
ARE.
NOT.
SCARED.

WE BELIEVE
IN RADICAL
TRANSPARENCY

FROM OUR BEER RECIPES
TO OUR FINANCIALS...
AND FROM OUR PROFITS
TO OUR FUTURE PLANS.

WE SHARE
EVERYTHING!

WE BELIEVE
THAT BUSINESS
CAN BE A FORCE
FOR GOOD

WE BELIEVE
IN TAKING A STAND

MOST COMPANIES ARE SCARED TO TAKE
A STAND FOR THE THINGS THEY BELIEVE IN.