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School of Punk: BrewDog rolls out free 'bar stool beer schools' across its UK and selected European network of bars

BrewDog continues its mission to make other people as passionate about craft beer as they are, with the launch of free beer schools hosted by its Cicerone-trained staff

Independent Scottish craft brewer BrewDog today announced that it will be offering free versions of its beer schools across its network of UK and selected European bars, to give anyone the chance to sample its awesome headliner beers, learn the fundamentals of tasting beer, and join the craft beer revolution.

The new programme, kicking off in January 2019, will be offering the sessions free of charge, and is the latest initiative supporting BrewDog's ambition to build a business evangelical about great craft beer.

The free Bar Stool beer schools will be hosted by BrewDog's Cicerone-trained staff and will give attendees an introduction to different beer styles including background and history, as well as a guided exploration through the various aspects of beer tasting such as aroma, flavour and colour.

During the 30-minute sessions, attendees will receive a flight of four tasters of the Scottish brewer's headliner beers, featuring modern twists on craft beer classics, along with tasting cards to populate with their new-found knowledge. Upon completion of the deliciously educational session, each beer school student will receive a certified BrewDog beer geek badge.

BrewDog is offering three free Bar Stool beer school sessions per day, for up to eight people per session in each of its UK and selected European bars, including Barcelona, Brussels, Berlin and Oslo. Anyone can sign up for a European Bar Stool beer school from early 2019, with the UK bar slots available for booking from today at <https://barstoolbeerschool.as.me/>

For those craft beer enthusiasts looking to take their beery enlightenment a step further, BrewDog also hosts 90-minute Beer School in each of its bars, offering a more in-depth educational experience. These sessions include a six-beer flight, an introduction to the brewing process and ingredients, extended principles of tasting and a guide to beer and food tasting with an accompanying cheese board to put your skills to the test. Anyone looking to graduate to the next level of beer knowledge can book by emailing their local bar. Tickets for these in-depth sessions are priced at £20 per person.

BrewDog co-founder James Watt commented:

"Our mission has been unerring since day one. We exist to make other people as passionate about great craft beer as we are, something we've always championed through our awesome beers and brilliant people. I can't wait to be able to welcome more people than ever before into the truly inspiring world of craft beer, with our Cicerone-trained staff showcasing the amazing variety of beer styles available. We hope the free Bar Stool beer schools inspire a new crop of craft beer enthusiasts, home brewers and even the next generation of beer entrepreneurs."

BrewDog's free 'bar stool beer school' programme is the latest initiative from 'The BrewDog Blueprint', the Scottish brewer's ambitious business manifesto packed with more than 30 bold initiatives unveiled in October this year. The Blueprint's pioneering plans, which are rolling out in the coming months and years, will further cement BrewDog's alternative approach to business and drive its craft beer crusade across the globe.



PRESS RELEASE

Among other initiatives, The Blueprint unveiled the brewery's ambitious plans to expand its bar division, which has added 15 new bars to its fleet in 2018, the highest rate of new site openings in any year. In the last month, BrewDog has opened new bars in Brixton, Perth, Edinburgh Airport, Budapest, Aberdeen's Union Square and Tampere in Finland.

BrewDog's ceaseless commitment to evolving its business has been at the heart of its success. In October, its Equity for Punks V crowdfunding round coming to a close at a record £26.2m investment, making it the world's most successful equity crowdfunding raise. In August, the brewery announced its half-year trading update, showing total revenue at £78 million, up by 55% versus the same time last year. Revenue of the brewery's bar division was also up by 92% and its UK retail sales had grown by 83%, compared with 2017 half-year results.

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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 (90,000) has enabled the Scottish craft brewery to scale up without selling out.

With over 70 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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