



THE DOG PACK

BREWDOG FRANCHISE
PROSPECTUS



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**BREWDOG IS ON A MISSION TO
SHARE OUR PASSION FOR BEER
WITH AS MANY PEOPLE AS
POSSIBLE. WE'RE OUT TO BREW
BEERS THAT BLOW MINDS.
WE'RE OUT TO RUN BARS THAT
BUILD COMMUNITIES. WE'LL TAKE
ON ANYONE WHO SAYS WE CAN'T.
AND WE'RE LOOKING FOR PUNKS
WHO CAN HELP US DO IT.**



2 PUNKS. 1 BEER.

IN THE PAST TEN YEARS, SPURRED BY OUR PASSION, OUR MISSION AND OUR COMMUNITY WE'VE GONE FROM TWO HUMANS AND A DOG, TO A VIBRANT PURPOSE-DRIVEN BUSINESS WITH OVER 2,000 AMAZING TEAM MEMBERS.

We're determined to show that craft beer can be a force for good in the world, and to build a completely new type of business. A business that's part community-owned, a business that gives back, a business that's open and transparent, and a business that does an incredible job of looking after its people.

We're also proud to be a business that works hand-in-hand with a number of amazingly committed, knowledgeable and beer-obsessed international bar operating partners. Experts on the ground willing to go the extra mile to get great craft beer into the hands of people in their neighbourhood.

If that sounds like you, then we can't wait to work with you too.

You probably know that it's been a pretty crazy ride so far. We've done some amazing things, taken some insane risks, and we've always worn our heart on our sleeve. We know we can always get better, and we work towards that every second of every day. We hope you do too.

We're determined to continue making a stand for independence, a stand for quality and a stand for craft. Alongside our incredible team and our Equity Punks, we fight tooth and nail for the things we believe in. We're always striving to make a meaningful impact on both the world of beer and the world of business.

As a company, the things we care most about are our beer, our people and our mission. If those are the kind of things you value too, then you're the perfect partner for an international BrewDog bar. Welcome aboard.

James X

BREWDOG IN NUMBERS.

100+ BARS WORLDWIDE

69+ BARS IN
THE UK

20+ BARS IN
EUROPE

8+ BARS IN
THE US

3+ BARS IN THE REST
OF THE WORLD

5 BREWERIES
ELLON.SCOTLAND.
OVERWORKS.SCOTLAND.
COLUMBUS.OHIO.US
BERLIN.GERMANY.
BRISBANE.AUSTRALIA.

65 EXPORT
MARKETS

€235M REVENUE
IN 2019

500+
KHL EXPORTED

ALMOST 150,000
EQUITY PUNKS

€2B
COMPANY VALUATION

 **2 DISTILLERIES**
1 IN THE UK. 1 IN THE US.

 **1 CRAFT BEER HOTEL**



THE LINE UP.

ALL OUR BREWS, FROM HEADLINERS
TO SUPPORT ACTS AND SPECIAL GUESTS.



HEADLINERS.

BARLEY, HOPS, YEAST, WATER AND
EXPERIMENTATION. THAT'S IT.



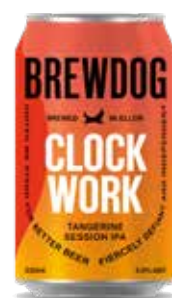
PUNK IPA.

The first beer we ever made is the beer that made us. Our flagship, post-punk, apocalyptic ale. It won't ever let you down.



INDIE PALE ALE.

Independently made and ready to rock. The true definition of stripped back, sessionable pale ale for the people.



CLOCKWORK TANGERINE.

Our Director's Cut fit for the 21st century. A fully automated IPA packing a perfectly timed delivery of juice.



HAZY JANE.

An intensely fruity New England-style India Pale Ale. Layers of ripe and juicy fruit flavour piled on top of a soft body.



DEAD PONY CLUB.

Our West Coast session Pale Ale that kicks like a mule. A low amplitude, high voltage hop hit.



LOST LAGER.

Reclaim the territory lost to big brewing monoliths. A dry hopped pilsner that proves lager can still be a hell of a beer.



ELVIS JUICE.

This is an IPA like no other. A big whack of grapefruit centre stage, and primed with tart pithy grapefruit peel for a citrus assault on the senses.

SUPPORT ACTS.

THE SPECIAL, THE SEASONAL AND THE DOWNRIGHT WEIRD.



ALL YEAR.



ALCOHOL FREE.



COLABS.



AMPLIFIED.



SPECIAL RELEASES.

SPECIAL GUESTS.

BREAKING THE BOUNDARIES OF BEER, AND BEYOND.



OVERWORKS.

Dedicated to pushing the boundaries of fermentation, this is our quest to redefine wild and sour beer.



HAWKES.

Because cider deserves craft too. London-pressed country apples, expertly blended into a cider worth the name.



BREWDOG DISTILLING CO.

From grain to glass, we make LoneWolf Gin, Vodka, Rum and Whisky from the BrewDog Distilling Co. with the same obsessive attention to detail we bring to our beer.



HARD SELTZER.

We've turned the idea of Hard Seltzer on its head by only using exceptional quality craft vodka distilled at our brewery. This low calorie, light and easy-drinking fruited alcoholic beverage is a summertime revelation.



SHOCHU.

100 years ago, the Japanese travelled to Scotland and persuaded our master distillers to reveal everything there is to know about making whiskey. Then went away and created their own, excellent, version of Scotland's national drink. So in the spirit of cultural exchange, we've laid claim to Japan's most popular drink.



THE BARS.

THE OPPORTUNITY & THE COMMUNITY.

In 2010, we threw open the doors to the first UK BrewDog bar – a beacon for those fanatical about craft beer in our home city of Aberdeen. Since then we have lit more beacons in awesome cities around the world – Tokyo, Berlin and Paris to name check a few - each one mainlining the same passion and spirit as the forerunner.

With over 100 bars globally – each a shrine to great craft beer, with evangelical staff ready to talk and taste you through our awesome craft beer draft boards.

OUR TRUE NORTH.

BREWDOG BARS ARE BEACONS IN THE CITADEL. THEY ARE PLACES WHERE EVERYONE HAS A GREAT TIME, EVERY TIME. THEY PROUDLY SIT ON THE FRONTLINES OF THE CRAFT BEER REVOLUTION.



THE BAR.

Our core establishment serving our core range. You'll find all of our Headliners and Support Acts, as well as some great beers from an assortment of awesome craft brewers.

It's the classic watering hole – done the BrewDog way, obviously.



FREE TASTERS.

Evangelical staff to educate on your new favourite beer.



BEER TO GO.

Fill up our branded Growlers to enjoy at home.



BEER SCHOOL.

Tasting sessions led by Cicerone qualified staff.



BEER LAUNCHES.

Celebrating the best new beers on tap.



BEER FLIGHTS.

Can't decide? Beer flights tailored to each customer's tastebuds!



DELIVERY.

Get our amazing food and draft beer delivered to your door.

CHAIN GANG.

Our global cycling network meet ups.

DESK DOG.

The ultimate office for workers on the fly.

OUR AWESOME BREWDOG BARS.

WE ARE UNCOMPROMISING IN CHOOSING OUR BAR LOCATIONS IN AWESOME, THRIVING CITIES.



THERE IS HUGE POTENTIAL FOR BREWDOG BARS AROUND THE WORLD.

Anywhere that someone craves a better beer, one made with love and with the best ingredients.

Anywhere that someone wants great food and an awesome time with the best people.

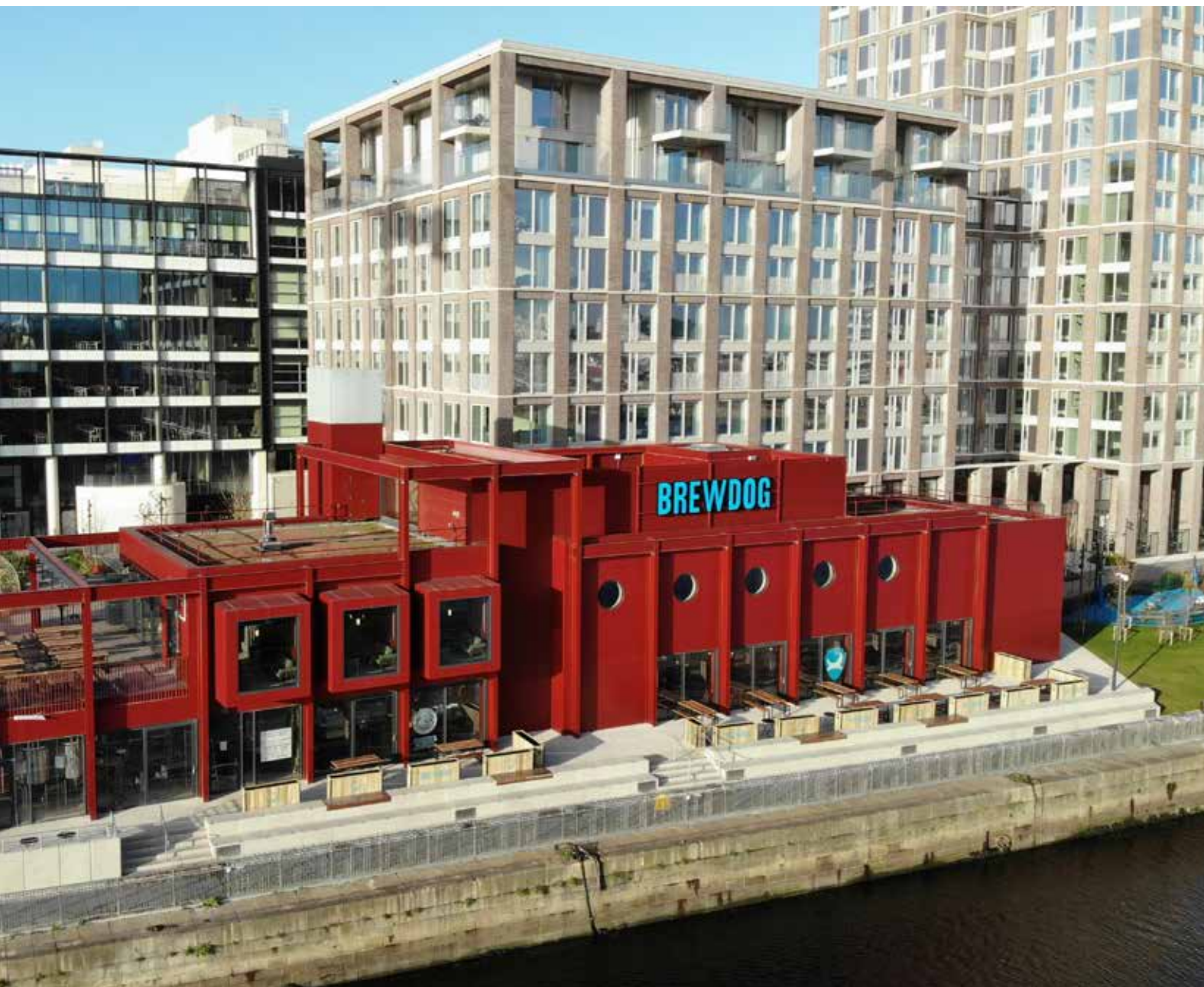
That's what we do.

WHAT MAKES A BREWDOG BAR?

- We want to be in the heart of the action
- Our bars are 300-600 square metres
- We love high visibility ground floor sites, with lots of natural light and high passing footfall
- An outside seating area is essential, we can't resist a killer terrace!

OUR ICONIC OUTPOSTS.

OUR OUTPOSTS PUT BREWDOG ON THE MAP AROUND THE WORLD.

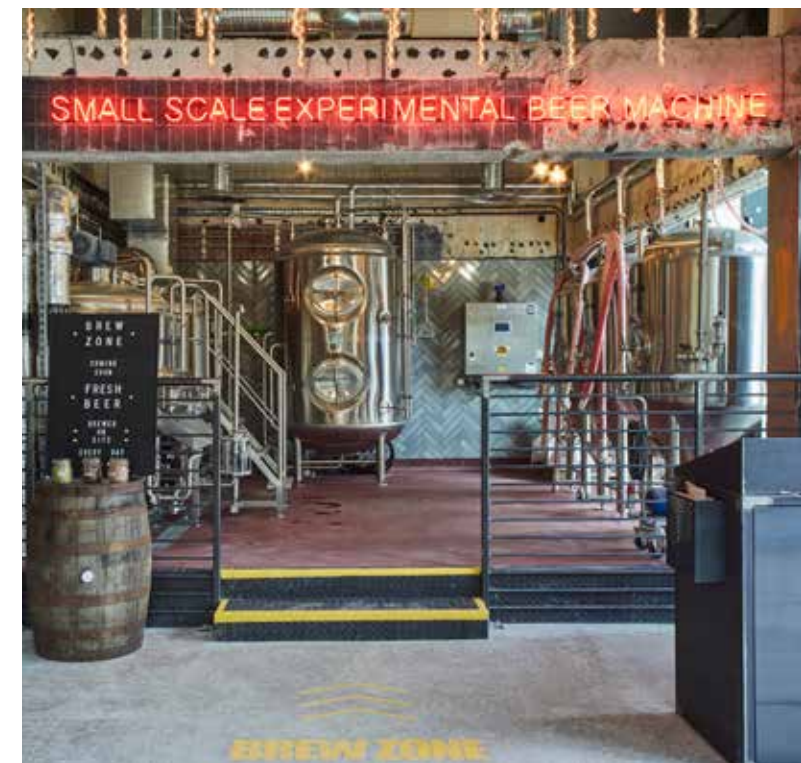


Much bigger than our traditional bars our Outposts are destinations. With an on-site microbrewery producing the freshest beer unique to that location.

Out-front it's a shape-shifter. It's part workspace (DeskDog), part event space, part bar-game venue (think shuffleboard and arcade classics), part beer museum, and an all-round ace place to drink and eat.

WHAT MAKES AN OUTPOST?

- Our outposts are typically 600 square metres plus
- High ceilings are awesome
- A large terrace area is a must
- Located in main cities
- We love free standing iconic buildings!



OUR FOOD PHILOSOPHY.

OUR BARS AND OUTPOSTS SERVE FOOD THAT GOES WITH OUR BEER. IT'S NOT FANCY, BUT IT'S QUALITY. WE OFFER A GROWING RANGE OF BAR FOOD FROM AWESOME PIZZA AND DIRTY BURGERS TO WEEKEND BRUNCH.

1. WE SERVE FARM TO TABLE JUNK FOOD.

We care about where our ingredients come from and can trace all ingredients in our food back to the source.

2. BEER IS THE SOUL OF EVERYTHING WE DO.

Our food is designed to pair amazingly well with our beers and beer is also A vital ingredient across our menu.

3. WE CHAMPION THE ALTERNATIVES.

Over half of our options are vegetarian, and 25% are vegan. Just like our beer range which is 95% vegan.

4. WE BELIEVE IN BOLD FLAVOURS.

We believe in bold flavours in our beer, and we believe in bold flavours in our food.

Our bar crews work incredibly hard to make every visit an amazing one, and we love them for it. With this philosophy and dedication to vegetarian and vegan options we are making sure as many people as possible can find something they love in their local BrewDog Bar. That is what we stand for.



BEYOND THE BAR.

WE ALSO WANT TO TAKE THE CRAFT BEER EXPERIENCE BEYOND THE BAR. SO EQUITY PUNKS AND BREWDOG DRINKERS CAN FEEL LIKE THEY'RE THERE EVEN WHEN THEY'RE NOT.



BREWDOG.COM

Online shop. Latest blogs. Bar and business news and views.

BREWDOG NOW

Our app enables order to table, click and collect as well as home delivery.

UNTAPPD

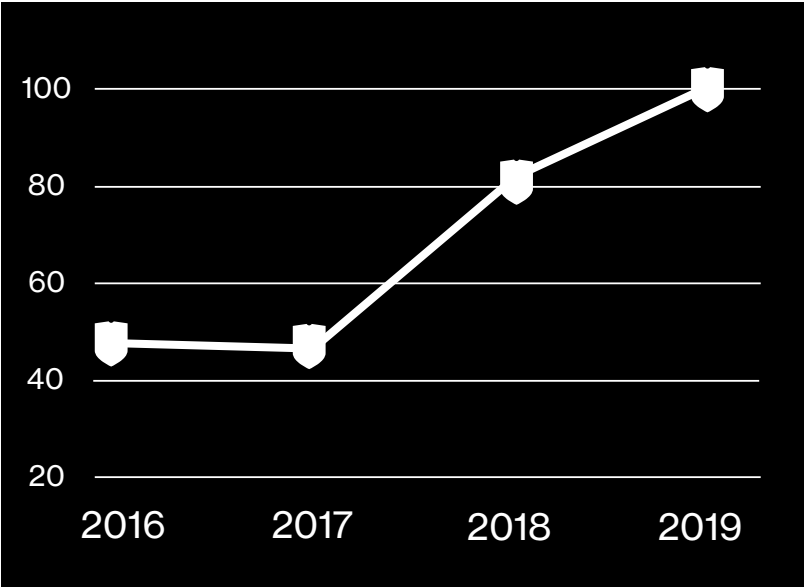
Check out and rate our newest (and oldest) beers.

HOME DELIVERY SERVICE

Our beer and food from our bar to wherever you are.



BREWDOG BAR GROWTH.



BAR COUNT.

From Short North to Shoreditch, our bars are growing rapidly. And we've got the graphs to prove it.

And this is just the beginning. We plan to more than double our bar count over the next few years.

FRANCHISING WITH BREWDOG.

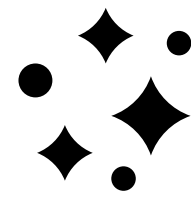
BREWDOG WORK WITH EXTERNAL PROVIDERS TO CREATE A SERIES OF SYSTEMS WHICH ENABLE MANAGEMENT OF ALL ELEMENTS OF A BREWDOG SITE.



REPUTATION
MANAGEMENT



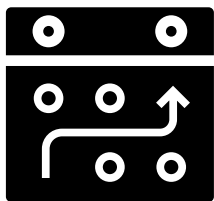
BEER & VENUE
RATING PLATFORM



DRAFT LINE
CLEANING SYSTEM



FOOD SAFETY
SUPPORT &
AUDITS



SHIFT
MANAGEMENT
SYSTEM



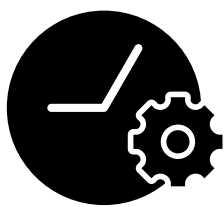
POINT OF SALE



SOCIAL MEDIA
MANAGEMENT



BOOKINGS
MANAGEMENT



LABOUR
MANAGEMENT

TRAINING & SUPPORT SYSTEM.

TO HELP YOU OPERATE AN AWESOME BREWDOG SITE WE'VE CREATED OPERATIONS AND TRAINING MANUALS TO COVER ALL THE IMPORTANT INFORMATION.

WE'LL SUPPORT YOU TO TRAIN YOUR WHOLE TEAM PRIOR TO OPENING AND PROVIDE ONGOING SUPPORT ONCE YOU'RE UP AND RUNNING.

RETAIL
MARKETING
TOOLKIT


BREWDOG

Brand management,
PR, social media, events
and marketing support.

BURGER
SITE
SPECIFICATION


BREWDOG

Food training,
specifications and
guidelines.

RETAIL
OPS
GUIDE


BREWDOG

Bar operations training
and guidelines.

FUCK YOU CO₂

BREWDOG IS NOW CARBON NEGATIVE.

All parts of our business are now carbon negative.

At brewdog, we believe that by having the conviction to do things on our terms, and by living the punk DIY ethos, we can change the world with craft beer... one glass at a time. And our world needs change now more than ever.

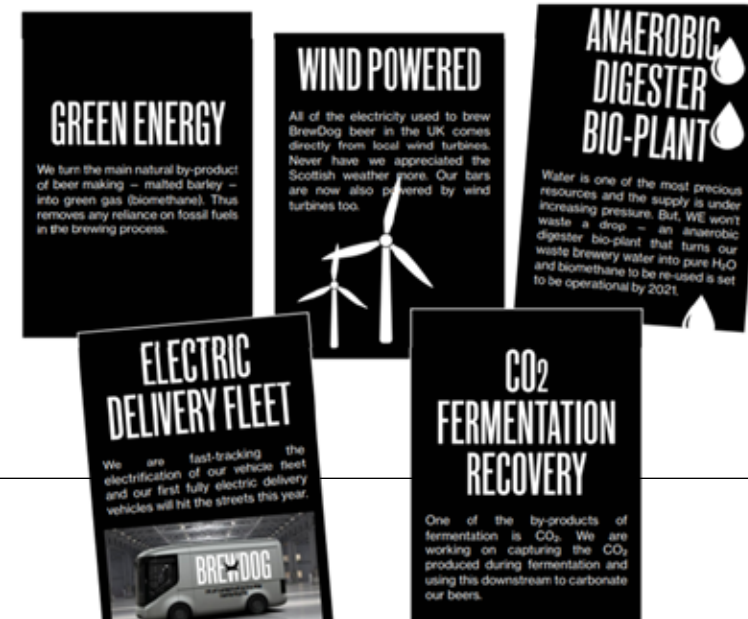
Making sure that we, and future generations have a planet to brew beer is the single biggest focus of brewdog.

Forever.

Our carbon emissions are our problem. So, we are going to own the solution and fix it ourselves.

We have purchased 2,050 acres of land in the scottish highlands just north of loch lomond, which is currently used as grazing land. We are going to create 1,500 acres of broadleaf native woodlands.

It is, of course, best not to emit carbon in the first place. We are working on a fast-track 24 month plan. To reduce the carbon footprint of our operations, along with our journey to become zero-waste.



OVER THE NEXT FEW YEARS WE WILL PLANT OVER ONE MILLION TREES.

EQUITY FOR PUNKS.

**150,000 PEOPLE
CAN'T BE WRONG.**

The beating heart of BrewDog bars is our drinker community. And central to creating that community is our pioneering crowdfunding initiative, Equity for Punks.

We now have around 150,000 Equity Punks, with over 30,000 outside of the UK each owning a share of BrewDog and ready to call the newest BrewDog bar home.

This creates a unique, global community of dedicated customers eager to support their next BrewDog bar.

Our Equity For Punks get access to:

- Bar pre-opening event only for EFP's
- Exclusive priority access to new beers
- Exclusive bar discounts
- Crow's Nest Collective – a community based meet-up to help shape the future of BrewDog bars

Plus tiered benefits for punks investing more.
Find out more at www.brewdog.com

Equity For Punks is a corporate initiative and not open to franchisees as a fund raising initiative.





UNTAPPED MARKETS.

WE WANT TO PUSH BOUNDARIES EVERYWHERE.
THIS MAP SHOWS THE COUNTRIES WHERE WE
SEE IMMEDIATE OPPORTUNITY. BUT REALLY, THE
OPPORTUNITIES ARE WHEREVER OUR PEOPLE ARE.
AND THAT JUST MIGHT BE WHEREVER YOU ARE.

THE BREWDOG PARTNERSHIP.



OUR MISSION IS TO MAKE OTHER PEOPLE AS PASSIONATE ABOUT GREAT BEER AS WE ARE.

You've got to share our passion for beer. You'll stock only the world's best independent craft beer, spirits and sodas. And your customers will love you for it.

You'll share our passion for being customer obsessed and delivering a world-class craft beer experience in your bar.

WE ARE COMMITTED TO BEING A GREAT EMPLOYER.

We've joined forces with the Cicerone® certification program to make sure we're always learning, improving and honing our skills in keeping, serving and discussing beer. We live for it, and you should too.

Your bar's destiny is defined by your amazing staff. You will commit to developing your team with the Cicerone® syllabus. Courageously candid conversations and direct feedback will enable them to thrive and set the bar sky high.

WE MAKE THINGS THAT WE LOVE. OURSELVES. FROM SCRATCH.

If we don't love it, we don't do it. Ever. You must share our mission and live every minute dedicated to our awesome products, high quality service and shared business goals.

You bring the initial investment, and we bring the industry-leading BrewDog products, training and support to launch your business and see it prosper. At least 70% of the beer lines will be dedicated to BrewDog beer.

WE WANT TO SHOW THAT BUSINESS CAN BE A FORCE FOR GOOD.

We believe in radical transparency, in looking after the environment, in doing things differently and we believe in giving back. We tear up convention and blaze a trail visible from the stratosphere.

You'll share these core values in navigating your business and team. Our wild ambition got us where we are. And it's infectious. It's just what you need to bring craft beer to your territory.

WE ARE COMMUNITY-OWNED AND FIERCELY INDEPENDENT.

Our customers and Equity For Punk community are the beating heart of our business. Like us, they are making a stand for independence, a stand for authenticity and a stand for craft.

You'll be relentless in sharing our community focus. Supporting our EFP's and providing a platform for local breweries to showcase their beer is all in a day of operating a BrewDog bar. 30% of your lines will showcase other craft breweries.

THIS IS OUR BREWDOG.

THE LARGEST CRAFT BREWER IN EUROPE

THE ONLY COMPANY TO APPEAR AS ONE OF THE
UK'S FASTEST GROWING FOR 7 CONSECUTIVE YEARS

THE 19TH MOST VALUABLE BEER BRAND IN THE WORLD*

TOP TRENDING GLOBAL BEER BRAND**

CONTINUOUSLY PUSHING THE BOUNDARIES OF CRAFT BREWING,
MARKETING, AND EXCEPTIONAL BUSINESS GROWTH

EXCLUSIVE RANGES AVAILABLE IN YOUR BAR:
BREWDOG, BREWDOG OVERWORKS, BREWDOG DISTILLING COMPANY

A TEAM WITH NEXT-LEVEL SERVICE WITH THE
CUSTOMER FRONT AND CENTRE EVERY TIME

WORLD-RENOWNED STAFF KNOWLEDGE WITH OVER 95% OF CREWMEMBERS
BECOMING CICERONE® CERTIFIED BEER SERVERS WITHIN THREE MONTHS

PARTNERING WITH THE RIGHT PEOPLE WORLDWIDE TO GROW THE
BREWDOG AND BRING CRAFT BEER TO NEW TERRITORIES

*According to Brand Finance Beers 25 2020.

**According to Brands Report 2020 by Drinks International

READY TO RUN WITH THE PACK?

If you are an established multi-site operator with
great local knowledge and a passion to change the
world then you could be our next franchisee.

Email all enquiries to
runwiththepack@brewdog.com



**GOOD
PEOPLE DRINK
GOOD BEER**

HUNTER S THOMPSON

BREWDOG