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Carlisle Calling: BrewDog's craft crusade takes Carlisle with its first UK bar launch of 2019

BrewDog opens the doors to its 43rd UK bar and gives craft beer fans the chance to win a year's supply of free beer

Independent craft brewer BrewDog is today opening the doors to its latest UK bar located in the historic Cumbrian town of Carlisle, ten miles south of the Scottish border.

Marking the Scottish brewer's first bar opening of 2019, BrewDog's newest venue in 'The Great Border City' brings its network of UK bars to 43 and 67 worldwide as it continues to propel its craft beer revolution with accelerating velocity.

The bar was first announced at BrewDog's Annual General Mayhem meeting in April 2018 as the brewer announced global expansion plans. These plans support BrewDog's mission to make other people as passionate about craft beer as it is across the globe. In 2019, the brewer aims to open no fewer than 19 bar sites, taking its total venue count globally to 85.

Situated in the heart of the city centre's richly historic main street at 36-38 Botchergate, the spacious 240 capacity bar is a stone's throw from Carlisle's bustling central train station and vibrant university campus.

The bar sits just a short walk from the imposing 12th-century Carlisle castle, nestled beside the ruins of Hadrian's Wall, making it the perfect spot for discovering the city's historical hotspots.

In celebration of the bar's opening, BrewDog will enter the first 100 beer-loving locals through the bar's doors into a raffle at its public opening at midday on Friday 25th January. Those entered into the draw will be given the chance to win a year's supply of the brewer's flagship beer, Punk IPA.

Boasting 22 draft lines, the newly opened Carlisle site will pour fan favourites such as Punk IPA, Elvis Juice, Hazy Jane and Dead Pony Club, as well as a wide range of bottled beers from around the world to be enjoyed in the bar or to take away. BrewDog's LIVE beer, its modern take on cask beer, will also be available for craft beer fans to savour.

Local foodies will welcome the classic BrewDog pizza menu, boasting the classic Hawaii Five-O, delicious Grazing Goat and mouth-watering White Trash, each perfectly paired with any of BrewDog's craft beer offerings.

James Watt, BrewDog's co-founder commented:

"Carlisle has a long history of brewing, and its craft beer scene has been growing steadily in recent years. The city has been in our sights for some time and since scouting the perfect location, we're excited to finally be able to bring a BrewDog bar to the Great Border City. We hope this bar helps accelerate the city's craft beer culture, igniting a new generation of fans seeking bold and exciting beer."

BrewDog Carlisle follows a slew of new bar openings in 2018, a year that saw the brewer open more bars than any previous year as it continues to push its craft beer revolution further across the planet. Openings included Brixton, Perth, Edinburgh Airport, and Aberdeen's Union Square in the UK and Finland, Budapest, South Korea and Sweden internationally to name a few.



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The Aberdeenshire brewer is continuing that mission into 2019, with more bars due to open in the UK and further afield throughout the year. Cities include Hull, Inverurie, Peterhead and Dalston, as well as Cincinnati, Indianapolis, Hamburg, Toronto and Paris internationally.

BrewDog's phenomenal growth has been powered by its record-breaking Equity for Punks crowdfunding initiative, which now consists of a 90,000-strong community of shareholders that inspired BrewDog's ambitious business manifesto, *The BrewDog Blueprint*. Unveiled in October, the Blueprint was packed with 30 pioneering plans to further cement BrewDog's commitment to evolving its beers and business.

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 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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