

BREWDOG - TOUR PACKAGE INFO

Brewdog is the largest craft beer brewery in the UK - an incredible story of two local boys done good, who have built a company and a community dedicated to a single mission: to make other people as passionate about great craft beer as we are. Fuelled by an army of 110,000 Equity Punk investors, with breweries in the UK & the US, construction underway in Australia and plans being drawn up for Asia, we're taking the craft beer revolution global in order to bring awesome craft beer to the people!

Our tours are a unique combination of all the things that visitors enjoy – local culture, food & drink experience, informative & entertaining – guaranteeing a memorable experience for all guests. If you're a craft beer geek on a pilgrimage, looking for an insight into an exciting local business, or you just like looking at awesome machinery we have you covered!



DOGWALK – THE CORE TOUR

The DogWalk is the regularly scheduled 90 minute tour of the Brewdog brewery complex at Ellon, Aberdeenshire. The tour is a guided experience that covers the Brewdog HQ offices, both of our on-site brew houses, our fermentation systems, packaging lines, Lone Wolf distillery and OverWorks sour beer facility. Designed to inform and entertain guests from the width of the beer-enthusiasm spectrum, it covers the history and mission of Brewdog whilst giving an informative & engaging overview of the beer making process. The perfect way for guests to get a personal walk-through of who we are, what we do and how we do it.

PRICING

The tour costs £15 per person, but for group, private & industry bookings we offer packaged pricing:

Tour ticket + Sliders Platters & fries+ Any beer from the menu for £30 per person.

SCHEDULE & AVAILABILITY

The DogWalk is available throughout the year, as regularly scheduled tours and private tours by arrangement, with the exception of the following dates: 24th, 25th, 26th, 31st December.

Tours are limited to 20 people per tour for reasons of safety and comfort, but multiple tours can be overlapped to be run concurrently.

Scheduled tours have no minimum number of participants – if a single person has booked a space on a tour and chosen to spend their time with us, we will make that persons tour as awesome as possible.

Private tours are available on request and can be operated on any date on which tours normally operate. For any party of 10 or above we advise booking a private tour to ensure the best possible experience.

In order to book a private tour we require a minimum of 8 tickets to be purchased.

DOGWALK DETAILS & SPECIFICS

The tour includes several beer samples and a gin sampling, and if requested guests can receive a non-alcoholic beer, tea, coffee or soft drink in place of the alcohol samples.

Each guest will receive a fresh bottle or can of beer at the end of the tour to take away or enjoy on-site.



THE WEE DOGGIE – THE MINI TOUR

A 30 minute guided tour of our original Ellon brewery that covers the brewing process and our packaging lines - this tour gives people a behind the scenes look at the operational areas of our brewery - followed by a 30 minute tutored beer tasting. Lots of cool and shiny machinery, a brewing walk-through and a look at a beer factory – the perfect crash course in craft beer!

This tour is only available to large groups (40+). It is ideal for larger groups with a limited amount of time available to spend on site or looking for a varied experience for a large event.

This package is catered to large groups, with content and timing designed to guarantee an entertaining and engaging guest experience whilst ensuring a smooth and efficient visit for operators.

GROUP TIMINGS

For a coach-sized/50+ people group, the Wee Doggie tour package can be comfortably performed in 3 hours. On arrival the members of the party are assigned to one of three groups and the groups take turns touring the brewery. For example, for a group arriving on-site at 12 noon:

12:15 – 13:00 - Group 1 on tour, Group 2 tasting, Group 3 eating

13:00 – 13:45 - Group 2 on tour, Group 3 tasting, Group 1 eating

13:45 – 14:30 - Group 3 on tour, Group 1 tasting, Group 2 eating

This time-frame gives 45 minutes for each 30 minute tour to accommodate turn-around time for groups, rest-room breaks, Q&A time at the end of the tour, etc. and includes extra time to ensure the visitor experience does not feel rushed or impersonal.

An area of DogTap, our brewery taproom, or Overworks, our sour beer facility taproom, will be put aside and dedicated to the groups time on-site to ensure the groups enjoyment of their time with us.

PRICING

As this tour is only available for private bookings and large groups, we only offer it as a priced package:

Tour ticket + open buffet of chili, veggie chili, rice, mac & cheese and chicken wings + any beer from the menu and a 30 minute tutored beer tasting for £25 per person.

SCHEDULE & AVAILABILITY

This tour is available throughout the year with several small exceptions:

This package is not available on dates on which our regularly scheduled tours are not operating - 24th, 25th, 26th, 31st of December.

This package is not available on the weekend of the Brewdog AGM event, which is held annually on changing dates. We will inform all partners 6 months in advance of the dates of the AGM in order to avoid confusion and disappointment with bookings.

Each group touring the brewery is limited to 20 people.

We cannot have more than one tour operational at a time, but the contained environment and short performance time enable a very efficient turn-around time between groups. These particular features are what makes this offering ideal for larger groups with limited time-frames.

LITTLE DOG DETAILS & SPECIFICS

The tour does not include samples during the tour, but a fresh, sealed bottle/can of beer will be given to each guest at the end of the tour to take away with them or enjoy on-site after the tour.

THE BIG DOG – THE VIP EXPERIENCE

This is the VIP, all-inclusive experience – the Super Dog with all the trimmings, a 5 hour guided tour through the heart of the craft beer revolution!

The 90 minute DogWalk tour and a visit to Overworks, our sour beer facility, followed by a meal at DogTap our on-site taproom, and finished up with an after dinner tutored beer & cocktail tasting – this is the ultimate immersive Brewdog adventure!

A dedicated host will walk guests through all things Brewdog, giving you the back-ground info, technical know-how and the behind the scenes stories on who-dunnit and what-they-dun of Planet Brewdog!

SCHEDULE & AVAILABILITY

This package is only available once daily, with no option for overlapping groups and entertaining parties concurrently. In instances where several parties would like to enjoy the experience on the same day, we may ask guests to double-up – yay for making new friends!

As the experience is by individual arrangement only, there is no pre-determined starting time and the time-frame of each visitors experience is flexible and adaptable.

Minimum 2 tickets per booking.

PRICING

£100 per person.

THE BIG DOG DETAILS & SPECIFICS

This package includes the Dogwalk tour with beer samples and a gin sampling, lunch or dinner accompanied by any beer from the menu, a Brewdog & Overworks tutored beer tasting and a Lone Wolf cocktail tutored tasting.

All guests will receive a selection of Brewdog beer and a bottle of Lone Wolf spirit to take away when leaving Planet Brewdog.

In order to guarantee an intimate and customized experience, we limit the size of each Big Dog group to 8 people. For groups larger than 8 we suggest a group book a private DogWalk tour or email us at tours@brewdog.com to discuss options on how to make your groups visit as awesome as possible!



BOOKING, CANCELLATION & PAYMENT

Bookings can be made via email directly to tours@brewdog.com. We accept bookings up to 18/24 months in advance in order to make it easier for guests and clients to make their plans.

We try to provide an email response within 48 hours of receiving a direct email request for a booking, although unfortunately circumstances make this difficult. We do promise to reply to all enquiries as soon as possible.

Bookings will be treated on a first-come, first-served basis. We will not cancel a booking or force a guest/client to change their plans or bookings in order to accept or accommodate another, later booking. We may occasionally contact guests/clients to ask if they would be open to changing the time/date of their booking for a variety of reasons, but if they are committed to a reservation we have taken, we are committed to it too.

DogWalk bookings that have been made for a publically available tour are refundable up to 2 weeks before the scheduled tour. Private tour bookings, Wee Doggie tour & Big Dog VIP experience bookings are refundable up to 2 weeks before the scheduled tour.

In circumstances where we are not capable of performing tours after taking a booking we will give clients/guests as much advanced notice as possible and refund all payment.

IMPORTANT SAFETY INFORMATION FOR ALL TOURS

WE ASK ALL PARTNERS TO BE AWARE OF THE FOLLOWING INFORMATION AND TO PASS IT ON TO GUESTS IN ORDER TO AVOID DISAPPOINTMENT.

- **Open-toed shoes, sandals, flip-flops, spiked heels, stilettos are not permitted on tours. As the tours access operational areas of the brewery, we cannot allow guests wearing these forms of footwear to join the tour for their own safety. Guests wearing inappropriate footwear will not be permitted to join tours under any circumstances.**
- **We cannot allow guests below the age of 16 to join the tours. Although DogTap, our on-site tap-room, is family friendly and has games & activities for children, we cannot allow children on the tour.**
- **The tours accesses operational environments that are not accessible by wheelchairs, mobility scooters, etc.. Unfortunately, it is not possible to make the tour wheelchair user friendly at this time.**

ACCESSIBILITY

We are readily accessible by drive from Aberdeen airport and Aberdeen docks.

From Aberdeen airport we're a 30/35 minute drive away – North-west through the B977 until you join the A90 and then due north until Ellon.

From Aberdeen harbor we're a 30/35 minute drive or 1 hour bus north of the city, straight up the A90.

Regardless of your situation, if you're in Aberdeen we're less than 45 minutes away.