*News brewed on 28.02.19*

**Homegrown Heroes: BrewDog commits to designating two draft beer taps in each of its UK bars exclusively for local breweries**

*The Scottish brewer has launched Local Tap, an initiative dedicated to promoting, supporting and representing local beer communities in each of its UK bars*

Independent craft brewer, BrewDog, has unveiled the launch of Local Tap, an initiative that will see the Scottish brewery and bar operator officially dedicate two taps in each of its UK bars to pour beer exclusively brewed by local breweries.

Each of BrewDog’s 43 UK bars will be showcasing the diverse, innovative and exciting local brewing talent of each city for dedicated craft beer fans to savour and support.

**Local Legends**

BrewDog has a long history of supporting and collaborating with local breweries. In 2012, the brewery launched #Collabfest, an annual, multi-venue craft beer festival that sees every BrewDog bar join forces with a local up-and-coming independent brewery. Staff at each BrewDog bar work with their local brewers to develop and brew a limited-edition beer, which is then released alongside brews from all other BrewDog bars at every participating BrewDog venue simultaneously for craft beer fans to enjoy.

Last year’s #Collabfest marked the brewery’s most expansive and audacious to date, taking place in 52 BrewDog bars across 37 cities in 12 countries. It was also the first year the festival took place over four days instead of three, due to the unprecedented demand for the broad range of beers on offer in previous years.

Earlier this year, BrewDog launched UK Craft Beer Fest, a 5-week festival, currently live between from February 7th to March 16th, in which all beers served at BrewDog bars will have been brewed, conditioned and kegged in the UK.

BrewDog cofounder, James Watt commented:

“The UK is home to some of the most distinctive, daring independent breweries in the world, and we’re proud to be giving them a platform in this new phase of the craft beer revolution.

The best way to topple the stranglehold mega-breweries have on British beer culture is by championing the amazing beers being created by independent breweries in towns and cities across the country.

We hope Local Tap brings about a sea change in what people expect from beer. We’re encouraging other bars and pubs to do the same and join us in endorsing and promoting local talent and local business.”

**Beer & Biz**

In celebration of the launch, BrewDog is giving local businesses the opportunity to be in with a chance of winning £100 worth of *Brew Bucks* to redeem at their local bar. BrewDog’s bars will each select 10 lucky businesses who will be able to take their teams to their local BrewDog venue and exchange their *Brew Bucks* for a selection of BrewDog’s wide range of craft beer, including inimitable favourites such as Dead Pony Club, Lost Lager and flagship beer Punk IPA, as well as dishes from the classic BrewDog food menu. Businesses can apply for *Brew Bucks* here: <http://bit.ly/brewdoglocal>

**The Local Tap breweries featured in each city are:**

Aberdeen

Fierce & Cromarty, 6 Degrees North & Reid Brewing

Birmingham

GlassHouse Beer Co & Burning Soul Brewing Co

Bristol

Moor, Good Chemistry & Left Handed Giant

Cardiff

Beer Riff & Rival Brew Co. & Crafty Devil

Carlisle

Hawkshead Brewery & Tractor Shed Brewing

Dundee

Dead End Brew Machine &Fallen & Pilot

Edinburgh

Campervan, Stewarts & Cross Borders, Stewart Brewing

Glasgow

Dead End Brew Machine & Up Front Brewing

Leicester

Langton

Leeds

Ridgeside, Zapato

London

40FT, Gipsy Hill, Brick brewery, Hackney Brewery, Hammerton Brewery, Orbit, Brewheadz, Howling Hops, The Kernel, Weird Beard, Big Smoke Brew Co.,Gipsy, Five Points, Pressure Drop, bbno

Liverpool

Black Lodge, Neptune, Chapter & Top Rope

Manchester

Cloudwater & Wander Beyond

Milton Keynes

Blackened Sun & Mad Squirrel

Newcastle

Donzoko, Wylam & Northern Alchemy

Nottingham

Black Iris & Liquid Light

Norwich

Duration, Three Blind Mice, Ampersand, All Day Brewing, Burnt Mill, Little Earth Project & Nene Valley

Oxford

Double Barrelled

Perth

Abernyte & Stewart Brewing

Reading

Siren Craft Brew, Wild Weather Ales, Double-Barrelled Brewery & Lovibonds Brewery

Sheffield

Beer Ink, Lost industry, Abbeydale, Steel City & Heist craft

Southampton

Unity Brewing Co

Stirling

Fallen & Tempest

York

Turning Point & Brass Castle

For more detail on specific beers and breweries pouring from a specific venue on any given day, visit <https://www.brewdog.com/locations/bars>.

Last September, the Aberdeenshire brewery released, the [BrewDog Blueprint](https://www.brewdog.com/blog/post/the-brewdog-blueprint), its ambitious plans for the next decade of the community-driven business. In it, BrewDog announced new collaborations with some of the world’s best craft breweries including Deya Brewing Co, Magic Rock, Northern Monk, Fierce Beer, Wild Beer Co, Verdant and Buxton.

**--- ENDS ---**

**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 (94,000) 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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