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**Puppy Love: BrewDog releases Valentine’s ‘two-pack’ for beer fans and their four-legged friends.**

As February 14th approaches, Independent craft brewery, BrewDog has released the perfect Valentine’s Day gift for craft beer lovers and their furry friends.

The *Just the Two of Us* gift pack features a bottle of BrewDog’s flagship Punk IPA and a bottle of Subwoofer IPA, its specially brewed craft beer for dogs, which launched last year.

*Just the Two of Us* is available today on BrewDog’s online shop, which ships worldwide <http://www.brewdog.com/shop> and from Wednesday 13th February at all BrewDog bars.

BrewDog co-founder James Watt said

“Dogs are our most loving and loyal companions so it’s a shame they are often left out on the one day we all celebrate our nearest and dearest. *Just the Two of Us* is putting an end to this unfairness. Now, punks and pups can sit side by side and raise a glass to their special bond.”

This Valentine’s Day, BrewDog is playing matchmaker and inviting singles looking for a lifelong connection to head to their nearest [BrewDog bar](https://www.brewdog.com/bars/uk) to meet and share beers with fellow craft beer fans and their canine buddies.

In celebration of the big day, every four-legged friend who comes into one of BrewDog’s bars on February 14th will be eligible for a free bottle of Subwoofer IPA when their owner buys a pint of Punk IPA.

**Beer for Dogs**

Released in November last year, Subwoofer IPA is an alcohol-free, hop-free, non-carbonated beer, containing canine-friendly B vitamins and probiotics beneficial for dogs. Packed with citrus overtones and a familiar malt backbone, the brew is perfect for all four-legged friends.

The Subwoofer IPAconcept was originally developed by the kitchen team at BrewDog’s bar in Liverpool who launched a prototype beer for pups and saw huge demand from the city’s dog-loving community, who flocked in droves and tripled the bar’s Sunday traffic.

**Man’s best friend**

Dogs have always been integral to the BrewDog story. The brewery’s name was inspired by the founders’ chocolate Labrador, Bracken, the original ‘Brew Dog’.

In 2017, BrewDog launched its “paw-ternity leave” programme, which provides the Aberdeenshire brewer’s taskforce with 5 days paid leave to welcome a new dog into the family.

In celebration of BrewDog’s Tower Hill bar launch last year, the Scottish brewer launched the world’s first beer designed by dogs. Each element was decided by local dogs, from the hops, malts and special fruit twist selections, resulting in a single-hopped Nelson Sauvin New England IPA with watermelon.

Last July, BrewDog launched its bespoke birthday paw-ty service for dogs, providing dog-sized party hats, dog-friendly cake and a specially brewed dog beer for all attending canines.

BrewDog was also the first company to allow dogs to become ‘shareholders’ in its business through its ‘Equity for Pups’ initiative. An extension of the brewer's record-breaking Equity for Punks crowdfunding programme, each doggy investor received a shareholder certificate and a special dog collar to celebrate their commitment to craft beer.

**Raising the bar**

BrewDog’s latest crowdfunding round, Equity for Punks V, came to a record-breaking close of £26.2m last year. In August 2018, 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 up by 92% and its UK retail sales had grown by 83%.

BrewDog’s ceaseless commitment to business innovation led to the brewery unveiling the ‘[The BrewDog Blueprint](http://448f59f74df57015bbb8-a9447b7dfa4ae38e337b359963d557c4.r88.cf3.rackcdn.com/12117%20-%20Brewdog%20Blueprint%20Brief%20v7%20-%20Interactive%202.pdf)’; an ambitious business manifesto packed with more than 30 bold initiatives and innovations that reflect the brewer’s commitment to evolving its beers and business, as well as how it supports its global community and industry over the next 12 months and beyond.

Celebrating complete transparency and ownership from a global community of invested fans, BrewDog collaborated on the Blueprint’s themes and initiatives with BrewDog’s Equity Punk community. Plans include new beers, new bars and new ways of doing business.

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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 (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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