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**Hops of Steel: BrewDog opens its 16th craft beer bar in Sheffield.**

*Yorkshire gets its second BrewDog bar as BrewDog Sheffield opens its doors*

Scotland’s largest independent brewery, BrewDog has officially opened BrewDog Sheffield, its 13th craft beer bar in the UK and 16th worldwide. Situated at 108-110 Devonshire Street, the new bar is BrewDog’s third launch of 2014, following openings in São Paulo, Brazil in January and Tokyo, Japan last week. BrewDog Sheffield is the second bar to be opened in Yorkshire by the brewery, following the launch of a Leeds bar last year.

BrewDog co-founder James Watt commented:

“A bar in Sheffield has been a long time coming. The craft beer fans in the city are an enthusiastic and vocal bunch and have been calling for a BrewDog Sheffield ever since we opened our first bar in Aberdeen in 2010. Their patience has been rewarded and I’m certain our fans are just as excited as we are about finally opening up shop in the ‘Steel City’.”

BrewDog Sheffield has a capacity for 110 people, and will feature 20 beers on tap. As is to be expected in any BrewDog bar, Sheffield will not only showcase BrewDog’s own beers, but also the best craft beers from breweries all over the world, including *Stone, Elysian, MIkkeller, To Øl, Alesmith, Anchor, Stillwater and 8 Wired*. Regular ‘Meet The Brewer’ events will be held at the bar for a chance for customers to discuss all things beer with some of the featured breweries. The food on offer will be locally sourced artisanal bar snacks.

James Watt continued:

“Sheffield is famed for its industrial history, and we have woven elements of this into the aesthetics of the bar. We have drinking benches created from scaffolding, vintage industrial lighting and even old ship funnels as vanities in the toilets. The bar is distinctively Sheffield, yet unmistakably BrewDog. We hope the bar serves as a beacon not just for craft beer enthusiasts in the area, but also for those seeking to try something new and wean themselves off insipid mass-produced beer.”

This year, BrewDog aims to open eight new UK and international bars as well as a string of off-licences in the UK, having secured the site for its first ‘BottleDog’ in London’s Kings Cross.

In 2013 the brewery raised £4.25 million in a record six months in the third round of its pioneering crowdfunding scheme Equity for Punks, as well as launching its state-of-the-art brewery in Ellon, Aberdeenshire that saw its production capacity increase from 25,000HL to 250,000HL per annum.

More information on BrewDog Sheffield and the other BrewDog bars can be found at [brewdog.com](http://www.brewdog.com).

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**What is BrewDog?**

We were bored of the industrially brewed lagers and stuffy ales that dominate the UK market. We decided the best way to fix this undesirable predicament was to brew our own beers. Consequently in April 2007 BrewDog was born. Both only 24 at the time, we leased a building, got some scary bank loans, spent all our money on stainless steel and started making some hardcore beers.

We are dedicated to making cool, contemporary and progressive beers showcasing some of the world’s classic beer styles. All with an innovative twist and customary BrewDog bite.

*James Watt and Martin Dickie.*

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