News brewed on 04 // 02 // 14

**BrewDog satirises Russia’s anti-gay law with world’s first ‘protest beer, Hello My Name is Vladimir**

*Hello My Name is Vladimir mocks Putin’s discriminatory legislation ahead of the Winter Olympics in Sochi*

Scottish craft brewery, BrewDog has today launched *Hello My Name is Vladimir*, a craft beer apparently ‘not for gays’ that carries an image of the Russian premier wearing make up on the label. The ale is the world’s first ‘protest beer’, aiming to support LGBT communities by undermining the potential of the Winter Olympics to deflect attention from Russia’s recent law banning ‘homosexual propaganda’. At once satirising and observing the discriminatory legislation, *Hello My Name is Vladimir* carries the slogan ‘not for gays’ and contains Limonnik berries, a Russian ingredient used in teas to stimulate heightened sexual performance.

The beer is available to buy from BrewDog.com for £2.89 per bottle, with 50 per cent of profits to be donated directly to charities that represent oppressed minorities around the world. BrewDog has also sent a case of the limited edition beer to President Putin himself.

James Watt, BrewDog co-founder commented:

“We sincerely hope that when Vladimir Putin is tired from a busy day riding horses with his top off, grappling with burly men on the Judo mat or fishing in his Speedos, he reclines on a velvet chaise longue and has one of his handsome helpers wet his whistle with a glass of *Hello My Name is Vladimir*.”

“As *Hello My Name is Vladimir* is clearly marked ‘not for gays’ we should bypass the legislation introduced by Putin outlawing supposed ‘homosexual propaganda’, so Vlad shouldn’t have an issue with it. He might even invite us to ride bareback with him in the Siberian mountains.”

The new beer is a 8.2% ABV double IPA containing Limonnik berries, an ingredient regarded by some Russian hunters to enhance sexual performance in men, and will be available in all of BrewDog’s craft beer bars in the UK and its first international bar in Stockholm, Sweden. As well as claiming the beer is ‘not for gays’, the label carries a garish Warhol-style image of Putin wearing eye shadow and lipstick and suggests the beer ‘may contain traces of sarcasm’.

The Putin-inspired double IPA is the latest in a long line of BrewDog beers making an impact during major events. In 2012, the brewer launched Never Mind the Anabolics, a beer laced with steroids, mocking Heineken’s sponsorship of the Olympic Games in London, whilst in 2011 BrewDog’s Royal Virility Performance beer was laced with herbal Viagra to mark the Royal Wedding and ‘take the wheels off the bandwagon’ being ridden by breweries manufacturing saccharine celebratory beers.

James Watt added:

“It’s been our mission at BrewDog to upend the status quo in whatever form it occurs. Whether it's the stranglehold the mega brewers have had on beer production in Europe over the last 50 years, or in the case of Russia, the sick legislation that discriminates against millions of its citizens. Our core beliefs of freedom, integrity and passion drive all our actions. Since we started in 2007, we’ve always striven to strike fear at the heart of the gatekeepers and establishment, the launch of *Hello My Name is Vladimir* is simply a continuation of that tradition.”

As the fifth release in the cult ‘*Hello My Name is…*’ craft beer series, the brew follows *Hello My Name is Mette Marit*, a Norwegian inspired ale, flavoured with the country’s native Lingonberries. The beer was banned in Norway upon release in July last year for using the name of the Crown Prince Haakon of Norway’s new girlfriend, Mette Marit, a single mother rumoured to have a scandalous past.

*Hello My Name is Vladimir* will be available to buy at brewdog.com from 9.30am on 4th February 2014. BrewDog is trying to mount global social media pressure on Putin using the dedicated hashtag #NotForGays.

--**- ENDS -**--

**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.

|  |
| --- |
| **For more information please contact:** |
| **Manifest** |  | **BrewDog** |
| Ali Maynard & Helen Kennyt. 0203 137 9270m. 07712 877 972e. BrewDog@manifestlondon.co.uk |  | James Wattt. 01346 519 009e. james@brewdog.com |