News brewed on 24 // 07 // 13

**Make mine a share: BrewDog sells company equity across the bar in Newcastle venue.**

*Maverick brewery Scotland sells company shares over the bar with pioneering crowdfunding scheme ‘Equity for Punks’*

Scotland’s largest independent brewery, BrewDog is offering beer fans the chance to own their own bit of the bar by offering them a chance to buy company shares in its Newcastle bar, and all BrewDog bars nationwide. BrewDog patrons can buy equity in the brewery alongside their Punk IPA, and gain countless benefits including a lifetime discount in their bars and [online shop](http://www.brewdog.com/shop), as well as helping keep the bar community alive in the city.

The maverick brewery launched the pioneering crowdfunding scheme ‘Equity for Punks’ on Thursday 20th June by driving a tank around the Bank of England and raised over £1m in the first 24 hours. The company was recently named as the fastest growing food and drink company in the UK and is valued at £100m. With eleven BrewDog bars currently operating in the UK, and the first international bar opening in Stockholm in May, the craft beer revolution has never looked stronger.

James Watt, co-founder of BrewDog:

“Making Equity for Punks available in the bars was completely logical to us. Anyone who enters one of our haunts will see a community of people who are as passionate about beer as we are and we want our loyal fans to share in our growth. Equity for Punks is rewriting the rules of business finance and it’s putting our customers at the heart of the operation.”

Nick Murphy, an Equity for Punk investor from Newcastle commented:

“BrewDog is not like other breweries. It is committed to its fans, from creating a democratically produced beer on Twitter to inviting all its investors to its rip-roaring AGM. I wanted to show my support by investing. I’m sure I’ve already made my money back on the discounted beer, and it lasts a lifetime.”

**The rise of the 'fanvestor'**

The FSA accredited Equity for Punks scheme is the only share sale in the UK to allow anybody to purchase part of a company at either a bar or a simple ecommerce website. The concept was devised to allow craft beer fans to steer the revolution themselves and help to shape a BrewDog operation that continues to buck the industry trend to grow dramatically at home and abroad. Investors will be consulted on new products, new bar locations and perform an active role in building on the business' formidable growth.

With every share, investors will also be given a lifetime 5 per cent discount in BrewDog Bars and up to a 20 per cent discount on BrewDog’s online shop depending on how much they invest. Photographs of investors will also feature on an ‘Equity for Punks Wall of Fame’ in every bar.

Investors are also invited to the BrewDog AGM, which was held this year on 22nd June at Aberdeen Exhibition and Conference Centre and saw thousands of existing Equity for Punks investors share in their love of BrewDog with a day of beer tastings and eclectic music.

James Watt continued:

“The energy and passion of our investors at this year’s AGM was immense. We could never have spread the craft beer revolution as far and wide without their help and we want to show our appreciation with a celebration of great beer and great music. Our only problem next year will be finding a venue big enough to house all of our new punk investors!”

**Bypassing banks and brokers**

“This is the world’s biggest independent crowdfunding initiative. It proves that there is a viable alternative to the financial establishment and that people are looking for better places to put their money than banks,” he added. “With Equity for Punks, beer fans are able to become part of a revolution – not just redefining beer in the UK, but shifting the balance of power away from the banks and back into the hands of the people. Beer doesn’t just have to be about 7 pints of fizzy lager and a kebab to finish, people can now make a real difference in their approach to quality alcohol.”

**Growth of a revolution**

Pioneering a ‘craft beer revolution’ in the UK, BrewDog has achieved an average annual growth of 167 per cent over the past five years and the company is valued at over three times the value it was given during the last Equity for Punks scheme in 2011. The company now hires 187 staff and is on track to turnover £20m in 2013, expecting to grow by 100 per cent in 2014. In response to its significant growth, industry icons Keith Greggor and Tony Foglio - the team behind the international phenomenon Skyy Vodka - invested in BrewDog in 2009.

The company’s award-winning beers are stocked nationally in all major supermarkets and BrewDog already exports to 38 international markets. Its biggest success in the past year has been the growth of its bar division, opening 12 bars since 2010 – largely funded by Equity for Punks investment – including its first international location in Stockholm, Sweden.

Shares are available to buy now in all BrewDog bars and online at [www.brewdog.com/equityforpunks](http://www.brewdog.com/equityforpunks)

--**- 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

|  |  |  |
| --- | --- | --- |
| **For more information please contact:** | | |
| **Manifest** |  | **BrewDog** |
| Alex Myers & Camilla Brown  t. 0207 8120592  m. 07739314284  e. [BrewDog@manifestlondon.co.uk](mailto:BrewDog@manifestlondon.co.uk) |  | James Watt  t. 01346 519 009  e. james@brewdog.com |