News brewed on 12 // 04 // 12

**Dog on the Tyne:**

**BrewDog Newcastle opens its doors as the craft beer revolution hits Tyneside.**

*BrewDog Newcastle will be the sixth craft beer bar opened by the fast-growing craft brewery*

Maverick brewery, BrewDog has today unveiled its first craft beer bar in the north of England. BrewDog Newcastle is the sixth craft beer bar to be opened by the Scottish brewery, selling artisanal beers from around the world as well as BrewDog’s inimitable range, which includes the country’s strongest ale, a 41% IPA called *Sink the Bismarck*!

BrewDog Newcastle is located at 16, Dean Street and brings the idiosyncratic BrewDog aesthetic of post-industrial simplicity to the Newcastle city centre. Designed to put the beer at the centre of attention, the craft beer bar will provide a friendly, stripped-back atmosphere with entertainment provided by vintage pinball machines and nostalgic board games.

**Newcastle is ‘embracing craft beer revolution’**

BrewDog co-founder James Watt commented:

“Newcastle is a city embracing the craft beer revolution, and the opening of BrewDog Newcastle will be a landmark moment in the rejection of tasteless, insipid mainstream lagers and the characterless chain bars that peddle them. We have a big community of fans in Newcastle, so opening a bar here has been a priority for us this year.”

14 draught beer taps have been installed at the new location, which will offer the full range of BrewDog beers and guest ales from around the world. Cheese and meat plates will be available, with beer pairing advice from well trained bar staff, along with locally sourced scotch eggs and pork pies.

To celebrate its arrival on Tyneside, BrewDog has commissioned a Newcastle brass band to play throughout the public launch event on the evening of Friday 13th April, with a typical BrewDog twist: the band will be dressed as penguins (an homage to its infamous ale *Tactical Nuclear Penguin*) and playing punk rocks classics including Anarchy in the UK.

**Manchester to follow**

The Newcastle venue opens in advance of the next BrewDog bar to launch next month, located on Peter Street in the Northern Quarter of Manchester. The venue will be a key part of the revitalisation of the area, which has a number of new venue projects underway.

James Watt commented:

“BrewDog Manchester will be a totem for a new, redefined Manchester beer culture. This bar is not for old men in flat caps supping a tepid pint of Boddingtons; it is a new home for the huge community of craft beer fans in the city looking to embrace something new and exciting. The revitalisation of this area of Manchester is something we’re proud to be part of and we’re hopeful that other craft beer breweries and bars will join us.”

The Manchester bar is just one of a number of cities BrewDog has earmarked for a new bar in 2012, including Leeds, Birmingham and Sheffield. By the end of 2012, the brewery hopes to have ten bars in the UK, despite only opening its first bar in Aberdeen less than 18 months ago.

BrewDog Newcastle is officially open to the public from 4.00pm on Friday, April 13th and has a capacity of 140, serving a range of craft beers from its own range as well as those from world-renowned breweries such as Mikkeller, The Bruery, De Dolle, Three Floyd’s, Struise, Nogne, O and Stone.

--**- 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 |