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**BrewDog launches world’s first ‘non-binary, transgender beer’, brewed using hops that have changed sex**

Craft brewer, BrewDog, today unveils a brand new beer using hops that have undergone a hermaphroditic gender change. The beer, which will launch at BrewDog’s new bar in Soho this week, is a Kölsch, identified neither definitively as a lager nor an ale, but can be considered both.

The 4.6% ABV Kölsch style beer, named ‘*No Label’,* has been brewed with hops that have undergone a ‘sex change’ from female to male flowers prior to harvest. It will go on sale to coincide with the opening of BrewDog’s new venue in Soho in a bid to “take back” an area previously renowned for its diversity. The brewery has partnered with LGBTQI+ events organisers, Queerest of the Queer for the launch, and will be donating profits from sales of *No Label* to the organisation. Queerest of the Queer will then distribute the donation to charities that support Transgender youth communities.

The beer is intended as a statement against taboos and received norms of any kind, with the label copy asserting: *‘Just like humans, we believe a beer can be whatever the hell it wants to be, and proud of it.’* BrewDog hopes the transgender beer will generate conversation and dispel myths surrounding gender identity.

As a Kölsch, *No Label* is brewed with ale yeast but is “lagered”, blurring the boundaries between the two broader categories of beer, lager and ale. This draws comparisons to “non-binary” identifying individuals, who class themselves as neither male nor female – a largely under-acknowledged community.

The launch of *No Label* will not be the first time the irreverent Scottish brewery has championed the LGBT community. In 2013, BrewDog created Hello My Name is Vladimir, a beer brewed in response to anti-LGBT laws in Russia, with profits going to LGBT rights charities.

**Funding freedom**

Profits from the beer will be donated to Queerest of the Queer, an organisation that arranges events that celebrate the diversity and talent of the queer community in London. They will, in turn, donate the funds to a variety of chosen charities supporting young people adversely affected by gender identity issues. Queerest of the Queer will also use a portion of the money raised by the sale of *No Label* to fund a special event for young people to celebrate diversity in identity and offer an opportunity to embrace all aspects of gender distinction.

**James Watt, cofounder at BrewDog commented:**

“*No Label* is a new level of innovation in beer, smashing stereotypes surrounding the brewing process and using hops discarded by the brewing industry due to their “gender issues”. Producing this non-binary, post-gender beer has been a long and careful process and we’re sure that many so-called beer purists will question its legitimacy; but we care more about freedom than labels. Diversity makes everyone and everything richer.”

**Transgender hops**

When brewing *No Label,* BrewDog incorporated 20kg of Jester hops in the brewing process – a variety that is naturally prone to a change of sex. Traditionally, only female hop plants are used in brewing, with male hop bines discarded as the flowers don’t grow into the full cones needed. Working together with hop farmer Charles Faram, BrewDog obtained bines that had undergone this change and grown male flowers, and then used these in the brewing process to add diversity, rather than discarding them.

**Why Queerest of the Queer?**

The founders of Queerest of the Queer recently invited BrewDog to meet and discuss the brewery’s relationship with LGBTQI+ communities, which is where the conversation originated.

**Cofounder of Queerest of the Queer, Dr J, commented:**

“We see a huge number of parallels between BrewDog and Queerest of the Queer – we’re cut from the same cloth and believe in much the same things. Inclusivity is a huge deal for us, and is at the heart of everything we do. When we met the BrewDog team recently, we discussed what it means to live beyond the L and G in LGBTQI+, and delved deeper into the areas where labels don’t really translate anymore. BrewDog was super responsive and respectful and we could see their approach to diversity and inclusivity in brewing is pretty close to what it means to Queerest of the Queer. We’re not putting any labels on the relationship just yet – it’s too early in to decide what this is – but that seems quite befitting of a launch of a beer called “*No Label*!”

**BrewDog Soho**

The launch of ‘*No Label’* will take place at BrewDog’s latest venue, located in Soho in London. This venue will play host to 20 taps of craft beer from around the world, including the brewery’s first Nitro line. The bar officially opens to the public on Friday 6th November, and will have *No Label* on tap and in bottle from launch, offering anyone paying London’s most colourful district a welcome break from the hustle and bustle as well as the opportunity to sample a world-first in brewing diversity.

The new bar is located at 21 Poland St, London W1F 8QG, has a capacity for 210 and will be serving a variety of sharing dishes tailored to pair with beer, as well as a selection of patty melts and hot dogs for a heartier offering. The bar will also feature an installation befitting of the cheekier aspects of the area’s history for visitors to find for themselves!

**Record breakers**

The launch of *No Label* marks another world-first for BrewDog, following its announcement that it has smashed world records for crowdfunding, raising in excess of £10million via its fourth round of Equity for Punks, which opened in April. The share issue, which aims to raise £25million, runs until April 2016 and is available to applicants across Europe.

BrewDog’s growth in recent months has seen it open the doors to numerous new bars, including a new BottleDog in Edinburgh, the brewer’s first “triple threat” venue in Glasgow in the form of DogHouse, which offers an alternative BBQ joint, craft beer bar and bottle shop all under one roof, a hot dog bar in Angel, Islington called Dog Eat Dog, and bars in Brighton, Leeds, Stockholm, Liverpool, Brussels and Leicester all this year.

The brewery also recently announced that it will be launching a brewing facility in the USA, located in Columbus, Ohio.

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**What is BrewDog?**

Bored of the industrially brewed lagers and stuffy ales that dominated the UK market, school friends James Watt and Martin Dickie established BrewDog in 2007. They decided the best way to fix this undesirable predicament was to brew their own beers. Both only 24 at the time, BrewDog’s cofounders leased a building, got some scary bank loans, spent all their money on stainless steel and started making 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*

**What is Queerest of the Queer?**

Fighting the erasure of a vibrant performance community, as spaces are lost due to gentrification, The Queer Embassy and the Meth Lab joined forces to run the Queerest of the Queer festival – celebrating the diversity of the queer scene by working with other clubs and promoters, such as Wotever World, Boi Box, and LGBT Undergnd to bring large cooperative events to life*.*

“We are demanding that the world makes space for the queer community. Fighting the closure of our spaces, and the pressure austerity puts on our audiences.

But we are also about fun – large, diverse, inclusive, interesting, DIY, political, smart, Punk, queer, drag filled fun! “

*Dr J, Maria, Meth and Joe*

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