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**F\*\*k the rules: BrewDog’s James Watt urges entrepreneurs to start revolution with launch of first book “Business For Punks”**

*BrewDog co-founder releases new book as a manifesto for 21st century business*

James Watt, the co-founder of Scotland’s largest independent brewery, BrewDog, today launches his first book, *Business For Punks,* to inspire entrepreneurs to challenge traditional business ‘rules’.

Business For Punks documents the philosophy behind BrewDog’s success, charting James’ journey from a law and economics graduate, through his years as a sea captain to being at the helm of the UK’s fastest growing food and drinks brand. In the book, James lays out the foundations for starting, growing and kicking ass at whatever venture one sets their mind on.

Citing the rough seas of the North Atlantic as instrumental in developing his approach to business, James Watt exhorts budding entrepreneurs to practice radical and steadfast self-belief in their pursuit of success. *‘Be a selfish bastard and ignore advice’, ‘Don’t start a business, start a crusade’* and *‘Networking is for fools’,* are just a few of the mantras James encourages readers to follow.

James Watt commented:

“Business For Punks is a book for people who hate business. It is about adopting a DIY punk approach, and encouraging the next generation to break free from the mundane, risk-averse, colourless template they’ve picked up in business school. The old principles no longer apply.”

Business For Punks tackles every issue aspiring entrepreneurs will face, from managing cash flow, marketing, developing a sustainable brand and the pointlessness of a ‘business plan’. With examples from BrewDog’s own story, the book lays out the foundations for success on one’s own terms.

With the table of contents styled as the ingredients for a business revolution, Business For Punks is a blueprint for the 21st century entrepreneur.

James Watt commented

“I’ve often been asked if there’s a method to our madness, and through writing this book I’ve discovered there is rather a madness to our method. We set off to revolutionise the beer industry and quickly realised that the task was impossible through conformity and compliance. We are where we are today because of an unshakeable belief in our ourselves, our mission and our beer.”

“We didn’t know how things were meant to be done, so we just did things our own way, inadvertently creating a whole new approach to business. Our approach is not only applicable to the craft beer movement - we want to empower entrepreneurs in all fields to reject the tired ‘rules’ of business and be driven by passion. We’ve successfully led the craft beer revolution, now it’s time to lead the business revolution.”

In just eight years, BrewDog has grown from an outfit of two guys and a dog to employing over 500 people across ten countries and four continents. The Aberdeenshire brewery turns over £50m and has recently begun building a second brewery in Columbus, Ohio.

BrewDog’s phenomenal growth is in part funded by its crowdfunding scheme, Equity for Punks, which launched its fourth round in April this year. In the first three weeks after launch, the brewery raised a world record-breaking £5million, a fifth of its £25million target. The amount raised broke the previous record set by BrewDog in 2013, when it raised £4.25 million (less costs) in just over six months. The brewery has since gone on to break further records, raising over £10 million from investors all over the world – the most successful equity crowdfunding raise to date. Equity for Punks IV closes in April 2016.

Business for Punks is published by Portfolio Penguin.

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**About James Watt**

Captain & Co-founder of BrewDog, James Watt was a deep sea Captain, having earlier completed an honours degree in Law & Economics. He traded being captain of a trawler, catching herring in the North Sea, to pursue his passion for great craft beer, founding BrewDog in 2007 with his best friend Martin Dickie. James was named Scotland’s youngest ever Entrepreneur of the Year in 2010 and won Food & Drink Entrepreneur of the Year, Retail Entrepreneur of the Year and Great British Entrepreneur of the Year 2014. He is the first person in Europe to achieve Master Cicerone.

**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*

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