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**The dog of Wall Street: BrewDog aims to raise $10 million with Equity for Punks USA**

*BrewDog launches $10 million crowdfunding initiative, Equity for Punks USA, with a guerrilla attack on Wall Street’s infamous ‘fat cat’ bankers.*

Independent Scottish brewer, BrewDog, today, opened the latest American round of its record-breaking equity crowdfunding initiative: Equity for Punks. With a goal of raising $10 million (£7.5 million), the brewer made the announcement with characteristic BrewDog bombast, by parachuting taxidermy ‘fat cats’ from a helicopter above Manhattan.

Intended as ‘anti-propaganda propaganda’, the former cats openly mock the caricature of the Wall Street fat cat banker, with pinstripe suits and bloated bellies, parodying the image of the greedy investment banker that BrewDog rails against. Each of the dropped cats carried a brochure containing details of the equity share offering.

Thrown from the skies by co-founders James Watt and Martin Dickie, dozens of the guerrilla felines parachuted into the bustling city below. The ‘fat cat drop’ was caught on camera and has been shared across BrewDog’s social media communities.

James Watt, co-founder of BrewDog commented:

“For too long, the fat cats of Wall Street have ruled the financial system, with power and wealth sitting with a privileged few. We are raining down on that tired financial system from above with our feline anti-propaganda propaganda, to shake up the status quo and show the people of America that there is another way. Crowdfunding can no longer be viewed as alternative finance; this is the democratisation of finance.”

**Dog Bless America**

This launch is the second round of ‘Equity for Punks USA’, following the brewer’s first round in 2016, which raised more than $7 million before closing last July. BrewDog aims to raise $10 million in round two, as it continues to expand its footprint in the United States. From its state-of-the-art brewery in Columbus, Ohio, BrewDog has been rolling out its craft beer revolution across America, and the beer is now distributed widely across seven states including Ohio, Kentucky, Tennessee, New York, Pennsylvania, Indiana and Illinois. The brewery currently has three bars in Columbus, with many more aiming to launch in the next 12 months. In cities where BrewDog sees more than 500 people investing in Equity for Punks USA, the brewer will endeavor to open a BrewPub in that city within the next 18 months. In this round, BrewDog is making 800,000 shares of common stock in BrewDog USA Inc. available, at a price of $50 per share.

Funds from this latest round of Equity for Punks USA will support BrewDog’s stateside growth, with plans to potentially include new bars in Cincinnati, Indianapolis, Pittsburgh, Louisville and Cleveland. It will also be using funds to expand its Columbus brewery, including a new events venue, developing a sour beer facility, and an automated keg line to help it meet demand for production.

**Unique benefits and perks**

Every Equity for Punks USA investor will receive a wealth of unique benefits and rewards, including 5% discount in any of the 50 BrewDog bars worldwide and a 10% discount for its U.S. online store. It will also offer 10% discount on rooms at DogHouse, the world’s first crowdfunded craft beer hotel, which is set to open on site at the brewery in Ohio in late Summer. In addition to a wealth of other benefits, American Equity Punks will also receive an invite to BrewDog’s legendary U.S. AGM (Annual General Mayhem) in Columbus, featuring music, food and beer from BrewDog and its favourite breweries from around the world.

BrewDog will also be offering further tiered benefits for Equity Punks who invest more, with additional benefits available from just $100. Extra perks include subscriptions to BrewDog’s upcoming digital TV network (of which more information is due to be released later in 2018), and unique experiences such as brewing your own beer at the Columbus brewery, and free beer for a year. For those who invest more than $50,000, the brewery will ‘BrewDog your house’, creating a fully-functioning BrewDog bar in your home.

**Without us, we are nothing**

BrewDog plc has a long history of turning to its community to support and share in its growth. The European version of its Equity for Punks initiative is currently in its fifth round, and has currently raised over £16m for BrewDog plc since launching in October 2017. The raise is due to close in October 2018, and reached its initial goal of 10m in under 90 days. Over 6 rounds, BrewDog plc and BrewDog USA Inc. have raised more than £57m from over 80,000 people around the world. This latest raise gives American beer fans the opportunity to join that global community by investing in BrewDog USA Inc.

At its seventh AGM in Aberdeen in April, BrewDog made a slew of announcements including a move into cider and plans for 17 new bars around the world. A third brewing site is currently under construction in Brisbane, Australia to add to its brewing facilities in Columbus and its HQ in Ellon, Scotland.

James Watt continued:

“Community has always been at the heart of Equity for Punks. Without our 80,000 maverick Equity Punks, we would never be where we are today. With the launch of Equity for Punks USA, we want to invite thousands more beer fans to join us on our collective mission to make other people as passionate about craft beer as we are.”

“It’s been a wild ride since we launched BrewDog in Scotland in 2007, and we’ve built the UK’s leading craft beer business, as well as brewing one of the most popular craft beers in Europe, Punk IPA. We’re now taking all we have learned, and applying it to the incredibly exciting, eclectic American beer scene. With the backing of our beer fans, there is no telling how far we can take this rocket ship.”

***IMPORTANT NOTICE: Investments can go down as well as up and invested capital is at risk. Investors should only invest on the basis of information contained in the prospectus issued by BrewDog USA Inc. which is available at*** www.equityforpunksusa.com

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**About BrewDog plc**

Since 2007 BrewDog has been on a mission to make other people as passionate about great craft beer as we are. From the Headliner series, which includes bold, uncompromising pack leaders like the flagship Punk IPA, to the Amplified range (beer, but turned up to 11), BrewDog brews beer that blows people’s minds and has kick-started a revolution.

Cofounders James Watt and Martin Dickie shook up the business world in 2010 with the launch of pioneering crowdfunding initiative Equity for Punks, an initiative that has seen the company raise £57m over five rounds, raising more money through online equity crowdfunding than any other on record. The funds, and the army of punk shareholders (80,000) has enabled the Scottish craft brewery to scale up without selling out.

With 50 global bar launches, export into 60 countries, and a brewery in Ohio that launched in 2017, BrewDog continues to take the craft beer revolution stratospheric, whilst continuing to push the boundaries, invest in people, put the beer first, and champion other small breweries in its venues.

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**About BrewDog USA Inc.**

BrewDog landed on American soil in 2016, and just a year later, released its first beers from its state-of-the-art, custom-built facility in Columbus, Ohio. BrewDog is on a mission to make other people as passionate about great craft beer as they are.

BrewDog’s beers include the popular grapefruit-infused IPA Elvis Juice, the world-famous post-modern classic, Punk IPA, and the intensely tropical New England IPA, Hazy Jane. All BrewDog USA Inc’s beer is brewed on site at its brewery in Canal Winchester, just south of Columbus, Ohio.

The 100,000 square foot brewery also plays home to, DogTap, an onsite tap room and visitor center. The brewer will open the world’s first crowdfunded craft beer hotel – The DogHouse - later this year, and has also launched two additional craft beer venues in Columbus, located in Franklinton and the Short North.

BrewDog USA Inc is the American arm of BrewDog plc, Scotland’s largest independent brewery and one of the UK’s fastest growing businesses. BrewDog USA Inc raised more than $7 million from over 8,000 ‘Equity Punk’ crowdfunding investors when the brewer opened its first opportunity to invest in the business in 2016. Its latest equity crowdfunding endeavor can be accessed by visiting www.equityforpunksusa.com.

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