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**Dog Pawties: BrewDog launches birthday party service for dogs**

Independent craft brewer, BrewDog, today announced the launch of *Dog Pawties*, a bespoke party service for four-legged friends.

Owners can now throw the ultimate birthday celebration for their pups at any of BrewDog’s 36 bars in the UK and 19 in Europe, USA and Japan. The bar will provide dog-sized party hats, dog-friendly cake, and specially brewed dog beer for the celebrant and all attending canines.

Dogs have always been central to the BrewDog story. Cofounders James Watt and Martin Dickie came up with the name BrewDog after being inspired by James’ chocolate Labrador, Bracken, the original *BrewDog*. Last year, BrewDog launched its ‘paw-ternity’ leave programme, which allowed staff to take paid leave to look after a new dog.

**Give a dog a bone**

Dog Pawties can be booked in advance via BrewDog’s [website](https://www.brewdog.com/bars/uk). The dog beer, made with boiled carrots and bananas, will be brewed fresh on-site and a local pet bakery will provide the dog-safe cakes for pups to indulge in. There will be a charge of £5 for each dog in attendance.

BrewDog cofounder James Watt said:

“Dogs are as important to us as any of our two-legged craft beer drinking fans. On any given day at our bars, you’re certain to see dogs of all shapes and sizes accompanying their humans. The Dog Pawties service is an extension of our desire to make our bars the most welcoming places for owners as well as their dogs.”

**Man’s best friend**

In May this year, BrewDog celebrated the launch of its Tower Hill BrewPub by brewing the world’s first beer designed by dogs as they selected the hops, malts, and special fruit twist. The resulting brew was a single-hopped, Nelson Sauvin New England IPA with watermelon.

In 2017 BrewDog also opened a dog park on the grounds of its brewery taproom in Columbus, Ohio. The park was created in response to local legislation that attempted to limit the presence of dogs on the patios of drinking establishments.

Last year, BrewDog became the first company to allow dogs to become ‘shareholders’ in the business. Dubbed Equity for Pups, the initiative was an extension of BrewDog’s record-breaking Equity for Punks crowdfunding programme. Today, the brewery has 144 dogs listed as honorary ‘shareholders’. Each dog received a shareholder certificate and a special dog-collar to commemorate their commitment to craft beer.

BrewDog’s Equity for Punks has seen the brewery raise more than £19million from over 37,000 investors since the current round launched in October 2017. After reaching the initial target in under 90 days, the brewer announced in January that the round would remain open until 15th October 2018, or until the maximum potential raise of £50million is reached.

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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 £60m over five rounds, raising more money through online equity crowdfunding than any other on record. The funds, and the army of punk shareholders (82,000) 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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