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**Glass Half Full: BrewDog reports record revenue and sales growth in 2018 Half Year trading update**

Independent Scottish craft brewer, BrewDog, today released a half year trading update showing substantial growth across all areas of its domestic and international business.

Total revenue is at £78 million, up by 55% versus this time last year. Revenue of the brewery’s bar division is up by 92%, generating an incremental £10 million so far in 2018. BrewDog’s heavy investment in the off-trade, its bar openings and the newly acquired Draft House business have all contributed to its UK retail sales growth of 83%.

**All Points Punk**

BrewDog is now the 13th biggest beer brand in the UK and its flagship beer, Punk IPA is now the number 1 on trade craft beer in the UK with a market growth of 9.8% and a value growth of over 28.8%. On the off trade, Punk IPA remains the best-selling craft beer, as it has been for the last three years. Currently, five of the top ten best-selling craft beers in the UK off trade are BrewDog products.

Ongoing partnerships with JD Wetherspoon and Greene King have added 1,200 draught Punk IPA distribution points in the on trade, while on the off trade, Morrisons and Tesco have added 1,900 and 6,000 distribution points respectively in 2018.

**Raising the Bar**

So far, in 2018, BrewDog has opened nine bars internationally, including two in Columbus, Ohio, and its first BrewPub in Tower Hill, London. Just last week, the brewery opened its first bar in Seoul, South Korea.

In March, BrewDog purchased the Draft House estate of 14 bars in London and the South East and revamped the beer offering at all sites. BrewDog’s own Punk IPA and LoneWolf gin are now currently in the top 5 drinks sold at Draft House venues.

At its AGM in April this year, BrewDog announced plans to open at least 17 new bars in the UK and around the world. Bars in Canary Wharf, London and Reykjavik, Iceland amongst others are set to open in the coming months.

**Made in the USA**

BrewDog’s American division has brought in £5 million in revenue in the first half of the year. The 100,000HL brewery, based in Columbus, Ohio opened last year and is already brewing a range of headline beers including Punk IPA and Elvis Juice. Later this month, BrewDog will open the world’s first craft beer hotel, The DogHouse, next door to the brewery. Guests will be able to enjoy fresh Punk IPA in all the hotel’s 32 rooms, with views over the brewhouse.

**Overseas Thirst**

BrewDog’s export volume has increased by 35% to 70,000HL in the first half of the year, with revenues up by 32% to £11 million.

Exports to continental Europe remain the biggest overseas market, but BrewDog continues to see rapidly increasing demand from Oceania and Asia, particularly in China.

Last year, BrewDog announced plans to find a site and build a brewery in China to meet local demand. In April this year, BrewDog began construction of its 50HL brewery in Brisbane, Australia. The site is due to become operational in early 2019.

BrewDog cofounder James Watt said:

“We’re at one of the most exciting and pivotal junctures in our existence. We’ve established a solid and rapidly growing presence in the UK and the demand from Europe shows no signs of waning. We’re making significant inroads in Asia and Australia, which I believe will begin to bear fruit in 2019. Our US business is expanding at breakneck speed with new distribution points added every week.

All this wouldn’t be possible without our passionate community and a global beer audience that is growing increasingly tired of the lack of quality and variety offered by megabreweries.

These half year figures are great, but we won’t rest on our laurels. There is much work still to do to change minds and bring more people into the craft beer revolution around planet Earth.”

**--- ENDS ---**

**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 over £61m over five rounds, raising more money through online equity crowdfunding than any other on record. The funds and the army of punk shareholders (84,000) has enabled the Scottish craft brewery to scale up without selling out.

With over 50 bars across the globe, 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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