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**BrewDog closes record-breaking crowdfunding initiative, Equity for Punks V with over £26.2million invested by more than 50,000 beer fans**

*World’s most successful equity crowdfunding programme, Equity for Punks V, closes with 50,000 new investors joining this round*

Independent Scottish craft brewery, BrewDog, today closes the world’s most successful equity crowdfunding raise, Equity for Punks V, having secured £26.2m in investment over the past 12 months.

This latest round smashed the previous world record of £19million, secured by BrewDog after its fourth round of Equity for Punks.

50,000 people invested in this fifth crowdfunding drive, more than the sum total of the previous four Equity for Punks crowdfunding rounds combined, bringing the total number of shareholders across the five rounds to 94,000. In total, since launching in 2009, the pioneering initiative has seen more than £67.2m invested in the brewery

James Watt, co-founder of BrewDog commented:

“Equity for Punks is the most successful equity crowdfunding initiative the world has ever seen, and we’re thrilled to have expanded our awesome global community, which is the lifeblood of our business. The craft beer revolution shows no sign of slowing down, with thousands more joining the BrewDog fold and demonstrating their support for a business built on passion and soul.”

Launched in October 2017, this fifth round of Equity for Punks saw the Aberdeenshire brewer set out to raise £10 million, a target it reached in under 90 days. After receiving an influx of requests for additional investment time, the raise was extended to October 2018, with shares costing £23.75 each and issued in blocks of two, with a minimum investment of two shares for £47.50.

The funds raised through Equity for Punks V will support BrewDog in expanding its breweries in both Ellon, Scotland and Columbus, Ohio, as well as accelerating the construction of its new brewery in Brisbane, Australia, and its plans to build an upcoming brewery in China. Investment will also support developing BrewDog’s world-class sour beer facility, the OverWorks, as well as the introduction of the BrewDog bar franchise, offering Equity Punk shareholders the chance to set up their very own craft beer outpost.

All Equity Punks receive a wealth of benefits for joining the BrewDog community, including up to 10% discount in BrewDog bars and up to 20% discount on its online shop, depending on the level of investment. They also receive an invite to its infamous AGM, where thousands of Equity Punks descend on Aberdeen for a celebration of great beer, food and music.

**New dog, new tricks**

Last week, the brewery released its [‘BrewDog Blueprint’](https://www.brewdog.com/lowdown/blog/the-brewdog-blueprint), which outlined its ambitious plans for the next decade of the community-driven business. This bold manifesto unveiled more than 30 new initiatives that will see it evolve its beer and business, with a focus on how it supports its global community and industry.

The content and plans within the document were produced in collaboration with the Equity Punk community who contributed via their exclusive online Forum. With more Equity Punks than ever before, the brewery welcomes additional ideas and creative thinking from its global community, as it enters a new dawn for the business.

James continued:

“Our Equity Punks are the beating heart of our business, and central to our success today and in the future. Together we are driving forward our mission of making as many people as passionate about craft beer as we are. We’re proud to have an army of 94,000 behind us, joining us on this wild ride, sharing in our success and helping shape the business we become.”

The Blueprint builds on what has been a record year for BrewDog. In August, the brewery announced its half-year trading update, showing total revenue at £78 million, up by 55% versus the same time last year. Revenue of the brewery’s bar division was up by 92% and its UK retail sales had grown by 83%.

BrewDog’s 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%. In 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. In September, the brewer was named in BrandZ’s Top 75 Most Valuable Brands 2018\* list as not only the UK’s most valuable alcohol brand, but also the only beer brand to appear on the list. BrewDog now employs more than 1,000 people worldwide with over 70 craft beer bars across the globe.

Some of the initiatives announced in the Blueprint include:

* **The Hop Hub:** Next month, BrewDog will be launching Hop Hub, its new distribution centre near Glasgow. The launch of Hop Hub will mean BrewDog will have an entirely refrigerated supply chain. The Hop Hub will also feature a small tap room for guests to visit.
* **Relaunching the BrewDog Development Fund:** Via the development fund, BrewDog will be making up to £200,000 available each year in the form of investments or loads to help other small craft breweries either start up or get established.
* **BrewDog Bar Franchises:** BrewDog will be offering its Equity Punk shareholders the chance to set up their very own BrewDog bar in their city. The brewery will be trialling bar franchises in up to 10 locations in Scotland and England.
* **Return of Cask Beer:** After a decade-long pause on cask beer, BrewDog will be re-entering the scene in mid-November by offering its Dead Pony Club in cask across all its Draft House bars and a handful of carefully selected partners.

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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 over £67.2m over five rounds, raising more money through online equity crowdfunding than any other on record. The funds and the army of punk shareholders (94,000) has enabled the Scottish craft brewery to scale up without selling out.

With over 70 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.

For more information, please contact:

Julian Obubo and Elsa Druiett

t: 0203 1379 270

e: brewdog@manifest.london