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**Hair of the Dog: BrewDog lives up to its name with Subwoofer IPA, the world’s first ‘craft beer for dogs’.**

*BrewDog has launched its first dog-friendly craft beer, Subwoofer IPA, available across its network of UK bars and online shop from today.*

Independent craft brewer, BrewDog has today announced the launch of its first bespoke craft beer for dogs, *Subwoofer IPA*. This is the first time brewery has created a beer for dogs using the same base ‘wort’ as it uses for its popular craft beers for humans, in order to create a brew specifically designed for man’s best friend.

Subwoofer IPA is an alcohol and hop-free, non-carbonated beer, containing canine-friendly B vitamins and probiotics beneficial for dogs. Packed with citrus overtones and a familiar malt backbone, the brew is perfect for all four-legged friends.

The Subwoofer IPAconcept was originally developed by the kitchen team at BrewDog’s bar team in Liverpool who launched a prototype beer for pups and saw huge demand from the city’s dog-loving community, who flocked in droves and tripled the bar’s Sunday traffic.

Dog owners can now buy a bottle of Subwoofer IPA for £2.50 across BrewDog’s network of 39 UK bars, as well as via its online shop at www.brewdog.com/shop.

To launch the new pooch friendly brew, on Sunday 2nd December BrewDog will be giving the first 20 dogs through the door of each UK BrewDog bar the chance to win a case of the dog-friendly Subwoofer IPA. In addition to the top prize up for grabs, each of the first 20 dogs will also be gifted a ‘doggy bag’, containing a bottle of Subwoofer IPA and dog treats.

**Brewed to perfection**

Since the success of the initial brew, BrewDog’s brewing team has been perfecting the recipe with an expert pet food consultant. Together, the teams conducted three rounds of tasting trials with 25 dogs to perfect the recipe and deliver maximum flavour for a pup’s palate. Each bottle of Subwoofer IPA has been carefully brewed with the same classic craft character of a BrewDog beer. Subwoofer IPA has been brewed from wort, the liquid created at the start of any brew, produced by heating malted barley grains with water or ‘brewing liquor’, and then blended with ingredients to make it suitable for canines.

In addition to individual bottles of the new dog brew, which are available from today, BrewDog will be soon launching a two-pack containing a bottle of Subwoofer IPA and a bottle of its flagship beer Punk IPA, for dog owners to enjoy alongside their canine buddy.

BrewDog co-founder James Watt said:

“Following the crazy success of our Liverpool bar team’s canine-friendly craft beer experiment, we wanted to refine a recipe to offer a delicious, refreshing beer for every dog who visits us nationwide. The result has been tried and tested and approved by our panel of pups, meaning the thousands of dogs that visit our bars each week can now get a taste, too."

**Man’s best friend**

Dogs have always been integral to the BrewDog story. The brewery’s name was inspired by co-founder James Watt’s chocolate Labrador, Bracken, the original ‘brew dog’.

Last year, BrewDog launched its “paw-ternity” leave programme, which provides the Aberdeenshire brewer’s taskforce with 5 days paid leave to welcome a new dog into the family.

In celebration of BrewDog’s Tower Hill bar launch in May of this year, the Scottish brewer launched the world’s first beer designed by dogs. Each element was decided by local dogs, from the hops, malts and special fruit twist selections, resulting in a single-hopped Nelson Sauvin New England IPA with watermelon.

In July of this year, BrewDog launched its bespoke birthday paw-ty service for dogs, providing dog-sized party hats, dog-friendly cake and a specially brewed dog beer for all attending canines.

BrewDog was also the first company to allow dogs to become ‘shareholders’ in its business through its ‘Equity for Pups’ initiative. An extension of the brewer's record-breaking Equity for Punks crowdfunding programme, each doggy investor received a shareholder certificate and a special dog collar to celebrate their commitment to craft beer.

**Raising the bar**

BrewDog’s latest crowdfunding round, Equity for Punks V, came to a record-breaking close of £26.2m last month. 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 ceaseless commitment to business innovation led to the brewery unveiling the ‘[The BrewDog Blueprint](http://448f59f74df57015bbb8-a9447b7dfa4ae38e337b359963d557c4.r88.cf3.rackcdn.com/12117%20-%20Brewdog%20Blueprint%20Brief%20v7%20-%20Interactive%202.pdf)’; an ambitious business manifesto packed with more than 30 bold initiatives and innovations that reflect the brewer’s commitment to evolving its beers and business, as well as how it supports its global community and industry over the next 12 months and beyond.

Celebrating complete transparency and ownership from a global community of invested fans, BrewDog collaborated on the Blueprint’s themes and initiatives with BrewDog’s Equity Punk community. Plans include new beers, new bars and new ways of doing business.

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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 £67m over five rounds, raising more money through online equity crowdfunding than any other on record. The funds and the army of punk shareholders (90,000) 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.  
  
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