***BREWDOG BRINGS IT HOME WITH NEW BAR LAUNCH IN ITS BIRTHPLACE OF ABERDEENSHIRE***

* BrewDog Peterhead will open from noon on Friday the 29th March, serving up 18 fresh kegged beers and a mouthwatering range of stone baked pizzas
* The launch marks BrewDog’s sixth bar opening in Aberdeen City & Shire, where it was founded back in 2007

**LONDON, WEDNESDAY 27th MARCH.** This Friday, craft beer pioneer BrewDog is mooring its latest bar in the harbour-side town of Peterhead. BrewDog will be making a splash within the traditional Scottish fishing town, lovingly referred to by locals as ‘The Blue Toun’, with a homecoming that will pledge the brand’s commitment to its Aberdeenshire lineage.

BrewDog’s newest bar will be throwing its doors open to the people of Peterhead, with 18 taps featuring fresh craft beer from their brewery just down the road in Ellon and guest draft from great breweries across the UK and worldwide. Customers can also sample a delicious range of fresh stone baked pizzas, alongside mouthwatering cheese and charcuterie boards, completing the fully-fledged BrewDog experience.

The first 100 customers through the door from midday will be in with a chance to win some incredible BrewDog prizes. This will include a year’s supply of free craft beer, an all-paid trip for two to London to visit BrewDog Outpost Tower Hill, and a DogWalk Brewery tour of the BrewDog brewery in Ellon to discover and enjoy the world of craft, right at the source.

**James Watt, Captain of BrewDog said: “**The launch of BrewDog Peterhead marks our commitment to our Aberdeenshire roots. As we expand our bar openings across the UK, we’re still passionate about bringing awesome craft beer and inventive new drinking spaces to craft beer connoisseurs on our home turf. This is after all the location that birthed our brand and everything we stand for.”

The launch of BrewDog Peterhead will be the brand’s 86th bar site since it started up back in 2007 and the sixth in Aberdeen City and Shire. Since opening its first bar in Aberdeen in 2010, BrewDog has been fuelling independence, quality and craft within the beer landscape for the last nine years, and shows no signs of stopping.

The bar will open its doors to customers at 12:00PM on Friday the 29th March. BrewDog Peterhead can be found at 59-61 Marischal Street, Peterhead, United Kingdom, AB42 1PR

For more information and to book a table at BrewDog Peterhead, please visit: <https://www.brewdog.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 £67m 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 80 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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