***HONEST TO DOG - BREWDOG ALLOWS FANS TO PAY WHAT THEY WANT FOR BEER***

* Independent Scottish craft brewer is turning BrewDog venues into honesty bars where fans decide how much beverages and food are worth paying for
* The Honest to Dog initiative will be running across BrewDog bars globally in June
* Honest to Dog is a groundbreaking business experiment that allows BrewDog’s community to take the reins with products

**29th May 2019:** Craft beer pioneer BrewDog is turning its venues into honesty bars, where fans pay whatever they want for beer. Honest to Dog is an experiment that lets the community dictate exactly which products are being offered to them and how.

Running between 3rd – 9th June, Honest to Dog will only be available to BrewDog’s community of over 106,000 Equity Punks and is designed to radically shake up British business. With every bill that is paid for under full value, a feedback card will have to be filled out explaining why less money was given. This new open-door policy ensures that BrewDog’s community is being heard, with all feedback being published online by the Scottish brewers once the initiative has wrapped.

Furthermore, any overpayments received will be split 50/50 between the BrewDog Foundation and the team in the BrewDog bar you are visiting. The BrewDog Foundation is a programme whereby BrewDog donates up to £1million a year to charities voted for by its Crew and Equity Punks.

With Honest to Dog only being available to Equity Punks, it is never too late to join the 106,000 strong community and be part of the craft beer revolution. Shares in BrewDog cost £25 each and can be purchased through BrewDog’s website or via a paper application form. Prospective Equity Punks can also invest at any UK BrewDog Bar. Find out more at brewdog.com/equityforpunks.

**James Watt, Captain of BrewDog, commented:**

“With BrewDog being a community owned business, it’s important for us to know what customers think of our products. With the Honest to Dog initiative we want to show our commitment to our Equity Punks by putting them in the driver’s seat, so they can tell us what they think our products are worth and most importantly, why.”

“This is a ground-breaking social and business experiment that has never been done before. We want to take the risk no matter the financial profit, as we think that the results will be invaluable. To that end, we also want to share these results with the world in order to create a better business model and relationship with our fans.”

All BrewDog Equity Punk investors receive a discount online and in all BrewDog Bars, as well as a free beer on their birthday, an invite (with a +1) to the annual #PunkAGM and much more.

BrewDog has a crew of over 1,500 employees, 80 locations worldwide with two world-class breweries in Ellon, Scotland and Columbus, Ohio that export to 60 markets globally. The incredible support received from its community of shareholders has enabled BrewDog to grow from two men and a dog into a business that in 2018 was named in the Sunday Times Fast Track 100 for the seventh consecutive year.

FIND OUT MORE ABOUT EQUITY PUNKS AT BREWDOG.COM/EQUITYFORPUNKS.

**IMPORTANT NOTICE: Investments can go down as well as up and invested capital is at risk. Investors should only subscribe on the basis of the information contained in the Prospectus which is available from** [**www.brewdog.com/equityforpunks**](http://www.brewdog.com/equityforpunks)***.***

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**Notes To Editors**

* Honest to Dog is available in every BrewDog bar with the exception of Inverurie, Edinburgh Airport, Reykjavik, Oslo, Florence, Bologna and Rome.
* Due to minimum alcohol pricing legislation, we can only accept proposed pricing that complies to the region (namely Scotland but also some international markets), so please ask bar staff for details.
* Honest to Dog applies to all beers and food. Merch, wine, spirits and takeaway is not included, and it is not valid with any other offers or vouchers.
* The Honest to Dog initiative runs from 3rd – 9th June 2019 and is available to all Equity Punks.
* The Honest to Dog initiative is available to Equity Punks only, and can only be used with beer and food that is purchased by an Equity Punk for themselves, and no other members of their party.

**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 Equity Punk shareholders (106,000) 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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