**BREWDOG LAUNCHES REVAMPED CASK LINE IN ALL ITS BARS**

* First up is Cask Punk IPA, available in all 48 BrewDog bars in the UK
* The launch continues the success of LIVE beer, a project which modernised the technology and process behind traditional cask brewing

**London, 13th June 2019**: Independent craft brewer, BrewDog, has today announced that it is launching a dedicated cask line in its UK bars. To celebrate the return of a modern classic, the Scottish brewer will be bringing back its highly sought-after cask Punk IPA, which has been a favourite amongst BrewDog fans.

Two years ago, BrewDog introduced LIVE beer, a project which modernised the technology and process behind traditional cask beer. Its objective was to take all of the negatives, such as heavy oxidation, inconsistent serve & poor quality, away from cask brewing.

In an effort to improve the consistency and serve whilst maintaining the magic, BrewDog’s new cask beer will be radically different to any other cask beer on the market. World-renowned beer expert, Pete Brown, has been heavily involved in the development of this modern take on the cask classic, using his expertise to ensure a perfect pint every time.

BrewDog’s cask ale is conditioned in a key keg; gently sparkling, fermented without top pressure and lightly centrifuged to remove hop debris. The beer is then packaged and allowed to re-ferment and condition inside the keg at the brewery’s HQ brewhouse in Ellon, Aberdeenshire, and rigorously quality checked before being delivered into the hands of the customer.

Every beer is packaged with over 2 million living yeast cells per millilitre and in a container which prevents oxygen ingress. With no extraneous carbon dioxide added, the cask ales are served on draft at 9.5°C through a sparkler. This method encompasses everything that makes real ale amazing whilst embracing the consistency of modern kegged craft beer.

James Watt, Captain of BrewDog, said: "Cask ale is the true essence of craft beer. We had to pause on doing cask a few years ago, because it can be tricky to ensure its quality in each outlet.”

“In order to overcome this hurdle, we worked closely with beer expert Pete Brown on the development of a cask beer reinvention, ensuring amazing quality for our customers and dialling up this modernised take on a classic to the next level. What we’ve created gives our bars a guaranteed way of delivering awesome BrewDog beer, and a high quality serve every time."

BrewDog’s cask range will be available from 6pm today across its UK bars.

\*Cask will not be available in the following bars: Angel, Bristol, Clerkenwell, Edinburgh, Leeds, Perth and Stirling.

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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 £70m over six rounds,with one currently live, raising more money through online equity crowdfunding than any other on record, with a raise currently live now. The funds and the army of Punk shareholders (108,000) 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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