

FOR RELEASE ON 31/7/2019

Wanted: bar operators to join the BrewDog 'Dog Pack'

Craft beer pioneers BrewDog are inviting those with experience of running a successful bar to join their 'Dog Pack' and operate a BrewDog Bar as a franchised partnership. The independent Scottish brewer are actively seeking people dedicated to their craft to run the next generation of BrewDog Bars in their local areas.

Those with industry-leading experience in operating bars can find out more on joining the BrewDog Dog Pack [here](#).

BrewDog are soon to open their 92nd global craft beer bar, in St Andrews, Scotland, and run the majority of the UK and European Bars themselves. However, in other European markets and further afield, BrewDog Bars are run by people every bit as committed to great beer and service, yet in a partnership arrangement. These people are members of the BrewDog Dog Pack.

BrewDog announced a 'hit-list' of potential partners to join with them in running new Bars:

- Those who are existing multi-site hospitality or retail operators
- Existing franchise owners
- Bar owners looking to convert their bar into a BrewDog Bar
- Bar operators with the perfect site and experience to run a BrewDog Bar

BrewDog are looking for dedicated, passionate, beer-obsessed partners to open BrewDog Bars in Russia, Europe and Asia throughout 2019 and 2020, with plans for the United States in the near future. Anyone with the skill and experience necessary can download the [Dog Pack application form](#), complete it and submit via email to runwiththepack@brewdog.com.

At the centre of the arrangement is the BrewDog Charter – a five-strong manifesto that defines the company and that BrewDog will use to evaluate and work with potential partners. As Europe's largest craft brewer, BrewDog will only work with those who also share these principles:-

- **We Are Geeks.** Our franchisees will commit to developing their team and training with the Cicerone® syllabus, and in turn BrewDog will ensure we keep producing and providing world-class craft beer.
- **Without Us, We Are Nothing.** We are all about offering world-class service in our bars, so our partners will need to rock a resume like no other. We believe in radical transparency to ensure that we are on the same page with our partners at every step.
- **We Are Uncompromising.** BrewDog will back our successful partners with industry-leading training and support to see the bar ace the local market, and in turn we expect them to uphold the BrewDog standards in the way our customers expect.

- **We Blow Shit Up.** All BrewDog Bars in the Dog Pack will be included in BrewDog's globally-recognised audacious local and international marketing campaigns and we expect our franchisees to bring their own punchy ideas and entrepreneurial spirit in to the mix.

- **We Bleed Craft Beer.** With at least 30% of the bar taps selected by the franchise operator, our partners will have a huge platform to showcase the talents of amazing and up and coming breweries local to them.

More information on the Dog Pack Bar Partnerships programme can be found online [here](#). In addition, the BrewDog Bars team will be visiting Berlin, Paris, Barcelona and other European cities this summer to discuss the Dog Pack with those looking to join. Dates and locations will be announced soon and listed on the website at the link above, and also on BrewDog's social media channels.

James Watt, Captain of BrewDog, said:

"We are looking for difference-makers to join with us and operate the next BrewDog Bar that people come to regard as their second home. Our community is at the heart of everything that we do, and Bar partnerships are a key part of building this as we open in more amazing cities around the world. If you'd turn away from the norm and look to serve nothing less than the greatest beers on planet Earth, then we want to hear from you."

David McDowall, BrewDog COO, said:

"We proudly work hand-in-hand with our franchise bar operators, supporting them and welcoming them into our Dog Pack by giving them the opportunity to run a BrewDog Bar in their own city. At each step our incredible bars team have the backs of these partners and guide them where needed to becoming the mecca for awesome craft beer, friendly service and great food that all of our bars represent. If you are obsessed with every detail and as passionate about craft beer as we are then we can work with you!"

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