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**BrewDog create the ’HYBRID Burger’ – the palatable option for those that love both the planet and meat**

***To help convert the meat lovers, BrewDog is offering 50% off the 50/50 burger this week***

**Independent craft brewer BrewDog is today announcing the launch of the new ‘HYBRID Burger’, available now in BrewDog bars across the UK, Europe & USA. The burger, made of 50% beef and 50% Beyond Meat, is the perfect meal for the modern flexitarian and meat lovers that are struggling to change positively their diet.**

The environmental and health benefits of moving towards a more plant based diet are well-known [[1]](#footnote-1), but millions of meat eaters are still struggling to make the change. The lure of a juicy burger on the menu can often be too strong to resist, and there are still some people that don’t believe that vegan and vegetarian food will deliver on taste. And for many of those that do change their diet it is hard to maintain a vegetarian or vegan diet[[2]](#footnote-2).

With the HYBRID burger, BrewDog is offering a completely new option that can help both flexitarians and meat eaters alike to do their bit for the planet.

BrewDog want to offer something to suit everyone’s tastes, providing a healthier, environmentally friendly alternative to the traditional burger with zero compromise on flavour. The HYBRID burger stands for achievable, everyday change – helping people to do their part for the environment, without the challenges and restrictions many perceive in a wholly vegetarian or vegan diet.

Sandwiched between two eye-catching green matcha tea buns, the HYBRID burger is topped with melted vegan Gouda cheese, crispy onion straws and a potato rosti, and to help introduce more meat eaters to the world of plant based, flexitarian dining, BrewDog will be offering 50% off the HYBRID burger at all UK BrewDog bars\* this week. From 3rd – 10th October 2019 drop into your local BrewDog bar and just say “Flexitarian” when ordering your HYBRID Burger to enjoy it at half price and take the latest flexitarian taste test.

The HYBRID burger joins a menu peppered with fantastic vegan and vegetarian options, including the house favourite ‘buffalo cauliflower wings’ and the ever-popular ’Hail Seitan’ burger. You can learn more about these offerings at: <https://www.brewdog.com/uk/vegan-and-vegetarian>

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\**Excluding BrewDog Edinburgh Airport. Valid once per customer & discount does not stack with any other offers or promotions.*

**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 £73m over six rounds, with their latest round open until April 2020. The funds and the army of punk shareholders (120,000) has enabled the Scottish craft brewery to scale up without selling out.

With over 90 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.

For more information, please contact:

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1. Studies have found that a Flexitarian diet can help reduce the risk of:

   Heart disease: a 1999 review of studies involving more than 75,000 people found the mortality rate from heart disease was 24% lower in vegetarians and 20% lower in people only occasionally eating meat

   Colorectal cancer: the NHS says that eating less red and processed meats may reduce your risk of developing this condition

   Diabetes: cases of diabetes are around 5% lower in vegans compared to non-vegetarians, according to a 2009 study

   Going Flexitarian could help with weight loss, too. A major review of 87 studies revealed that vegetarians are very rarely overweight or obese. This is most likely because replacing fatty, high-calorie foods ­– like meat, dairy and junk foods – with high-fibre, low-carb plant alternatives has been found to help with weight loss. [↑](#footnote-ref-1)
2. Research shows 84% of vegans and vegetarians eventually give up – 53% of those quit after just one year. [↑](#footnote-ref-2)