***BREWDOG JOINS FORCES WITH TEMPLE OF SEITAN***

***Exclusive deal with vegan fried chicken pioneer***

**13.01.2020**: Independent craft brewer BrewDog has announced an exclusive deal with Temple of Seitan to feature their signature seitan wings and burgers in BrewDog Bars across the UK available from Tuesday, 14th January. The partnership continues BrewDog’s decade-long commitment to collaboration and at a stroke unites two of the country’s most disruptive companies in an effort to make BrewDog Bars the UK’s most sought-after destinations for the best vegan and vegetarian food.

* BrewDog has long admired Temple of Seitan’s uncompromising attitude, which has garnered a cult following as they paved the way for legendary vegan food with the establishment of London’s first pioneering vegan fried chicken shop in 2017.
* This bold new collaboration sees BrewDog continue to champion inclusivity, with over half the dishes on offer in every UK BrewDog Bar being plant-based, and served alongside a core beer range which is 95% vegan friendly.
* With thousands of people kick-starting their New Year by participating in Veganuary, this new and exclusive alliance will give more of BrewDog’s customers than ever the chance to enjoy a plant-based diet with zero compromise on flavour.
* To celebrate the new exclusive partnership, the first 5 people to order the Temple of Seitan wings at each UK BrewDog bar[[1]](#endnote-1) on Tuesday, 14th January will bag them on the house.
* Temple of Seitan’s vegan wings will be given the full BrewDog treatment; doused in their legendary hot sauce and syrup glaze. Burger fans can also get stuck into the epic *Clucky This Time* or *Temple of Seitan* burgers, both featuring delicious Temple of Seitan patties.
* BrewDog is launching the partnership with Temple of Seitan in their UK bars with a view to expand the supply to their European locations soon after.
* To highlight their plant-based range, BrewDog is also running a January promotion whereby all vegetarian and vegan main meals are 50% off for the whole of January. Customers can sign up for the deal at [www.brewdog.com/veggie](http://www.brewdog.com/veggie)
* BrewDog’s ongoing pursuit is to satisfy the junk-food cravings of both veggies and meat-lovers alike, and their fully-inclusive bar menu, alongside opening their first 100% vegan BrewDog Bar with Biff’s Jack Shack, is set to do exactly this. For more information and to book a table at any UK BrewDog Bar, please visit: [www.brewdog.com/bars](http://www.brewdog.com/bars)

James Brown, Retail Director, said:

“We are passionate in our mission to convince people that there exists an alternative to bland, mass-produced beer, and Temple of Seitan share that faith albeit for vegan food. Their unique take on fried chicken and burgers are changing attitudes across the capital – and now, with us, we hope the entire UK as well. We love working with and championing disruptors and people who craft their product with passion which Patrick, Rebecca and their team optimise. Vegan junk food and craft beer…it doesn’t get any better than that.”

Patrick O’Shea, co-founder of Temple of Seitan, said:

“We are incredibly excited to partner up with BrewDog to feature our wings and burgers on their menu. We’ve had many opportunities to work with other establishments over the years, however what appealed about Brewdog was their shared ethics and values. They are fiercely independent whilst also supporting other independent brands and are committed to paying their staff a living wage. Most importantly for us they’re expanding their vegan range which will improve outcomes for animals, customers and our planet. Their beers are a staff favourite at Temple HQ as well!

Our mission is to offer the comfort food many vegans still crave, and offer an alternative for meat eaters that will change their perceptions of veganism. Working with BrewDog to provide our food on their menus will allow us to do that not just in London, but all across the UK.”

**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 £74m over six rounds, with their latest round open until April 2020. The funds and the army of punk shareholders (125,000) has enabled the Scottish craft brewery to scale up without selling out.

 With 100 bars across the globe, export into 60 countries, and breweries in Columbus Ohio, Berlin Germany and Brisbane Australia, 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.

**About Temple of Seitan**

Temple of Seitan was born in the kitchen of its vegan founder Rebecca McGuinness through her desire to replicate the chicken shop comfort food from her childhood. After running street food stalls across London and the UK, the first permanent shop, Temple of Hackney, opened in 2017. Temple of Hackney garnered a mainstream following, and contributed to changing the perception of vegan food. The second location Temple of Camden opened in 2018 with further sites planned to open in 2020. Their meat alternative products have been carefully developed over the years to replicate the taste, texture and give the nostalgia of meat.

Temple of Seitan has been featured in ‘best of’ lists across numerous publications - from Time Out to Easyjet Traveller. In 2017 Temple of Hackney won the best UK restaurant in the public voted Vegfest awards and in 2019 the ‘Nashville Hot’ burger was the number 1 selling vegan item on Uber Eats, London.

 For more information, please contact:

[pr@brewdog.com](mailto:pr@brewdog.com)

01358 724924

1. All UK BrewDog Bars that serve burgers & wings excluding BrewDog Edinburgh Airport, BrewDog Dalston, BrewDog Leicester and BrewDog Swansea [↑](#endnote-ref-1)