

# LET'S ENSURE WE HAVE A PLANET TO BREW BEER ON.

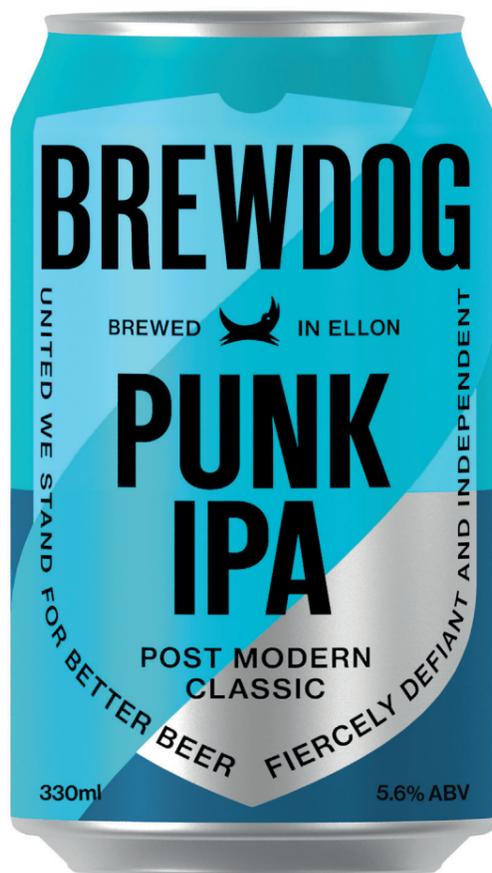
## BREWDOG HAS COME A LONG WAY.

We've grown, and we've grown up.

We have always believed that business should be a force for good and that brave thinking and bold actions are the only way to make real impact.

Today, we are in the middle of a climate crisis. It is a crisis of our own design, driven by big business. We recognise our contribution and the limitations of our industry.

## CHANGE ISN'T HAPPENING FAST ENOUGH.



## NOW IS THE TIME TO BE RADICAL IN EVERYTHING WE DO.

We believe the best solutions will come through transparency, collaboration and community. It's the only way to accelerate the change we need.

## ACTIONS NOT PROMISES.

We don't have all the answers, but in 2020 we are changing the way we do things. We will start by launching six major initiatives that put our money where our heart is.

We're committed to making great beer, and ensuring we have a planet to drink it on.

# THE NEW BREWDOG STARTS HERE.

## #1. CANS FOR EQUITY

Trade in 50 of your empty cans to become a BrewDog Equity Punk.

## #2. INDIE TRASH CANS

Giving waste cans a second life with our upcycling revolution (so don't be surprised if your beer comes in a cola can.)

## #3. ONCE BEER VODKA

Imperfect beer makes great vodka. Instead of throwing it out, we distill it. All for less waste, and higher standards.

## #4. DIY DOG

Responsible brewing at home means no liquid transport miles. Brew your own goddamn beer.

## #5. BREWDOG FREEHOUSE

Making all our beer knowledge available and open-source, from recipes and new brew standards, to Dog Impact accountability reports.

## #6. TOMORROW FUND

Investing £1 million a year in research and initiatives that help our industry have a positive impact on the world.

