

FIFTY CANS = ONE BREWDOG SHARE

BrewDog announces bold new recycling initiative

TUESDAY 18TH FEBRUARY 2020: Independent craft brewer BrewDog, has revealed the details of the first initiative from its sustainable business charter '**BrewDog Tomorrow**', with **Cans for Equity**. The programme will see BrewDog exchange shares in its business for empty aluminum BrewDog beer cans, in a bid to encourage more sustainable business practices through incentivised recycling. Starting today, anyone can trade in 50 empty BrewDog cans in any UK BrewDog bar to become an Equity Punk shareholder.

The initiative will also be live in all European BrewDog bars from 25th February, and will run across the UK & Europe until its latest round of crowdfunding closes in April.

- In a clarion call for turning waste into equity, BrewDog is inviting its customers to bring empty aluminum cans to their nearest BrewDog Bar. In exchange for 50 empty BrewDog cans, they will be given a voucher for a share in the Scottish brewery
- BrewDog is partnering with First Mile Recycling to return the aluminum to the packaging industry; saving energy, reducing CO₂ emissions and diverting the cans from landfill where they can take 500 years to decompose¹. To alleviate this, the brewer is using its own Equity as a pioneering way to tackle the climate crisis
- Announced earlier this month, 'BrewDog Tomorrow' revealed a new visual identity for the brewer, and a renewed purpose for the next chapter in its story
- With a community of over 130,000 Equity Punk shareholders worldwide, BrewDog has unveiled yet another way in which the people who drink their beer can be at the forefront of their company.

James Watt, Captain of BrewDog, said: *"Ever since BrewDog was founded in 2007, our business practices have always challenged the norm. Our groundbreaking Equity for Punks programme has been vital in helping us to accelerate our growth, and build a community of 130,000 passionate shareholders in the process - it's time for it to evolve in line with 'BrewDog Tomorrow'.*

The BrewDog beer in your fridge can now reward you twice – once when you open it, and again when you hand it back to us."

For more information on Equity for Punks, visit www.brewdog.com .

- ENDS -

For more information, please contact:
Elly Barham Marsh and Oliver Rose
brewdog@exposure.net

¹ Novelis UK Ltd [<https://thinkcans.net/aluminium/10-aluminium-facts>]

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 (130,000) has enabled the Scottish craft brewery to scale up its operations.

With 101 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.