



**BEER FOR
PUNKS**

Masterplan for World Domination



**CRAFT BEER
REVOLUTION**

WWW.BREWDOG.COM

Introduction to BrewDog



BrewDog's beers are the epitome of pure punk. We brew uncompromising, bold and irreverent beer, beer with a soul and a purpose.

Our approach has the same contempt of the mass beer market that the old-school punks had for pop-culture.

BrewDog is a modern day rebellion, a long overdue antidote against faceless corporate bureaucracy and the bland, soulless beer they industrially produce.



Ditch the mainstream and say hello to BrewDog.



'Two punks: one mission'

Martin and James were bored of the industrially brewed lagers and stuffy ales that dominate the UK market. We decided the best way to fix this undesirable predicament was to brew our own beers. Consequently in April 2007 BrewDog was born.

Both only 24 at the time, we leased a building, got some scary bank loans, spent all our money on stainless steel tanks and started making some hardcore beers.

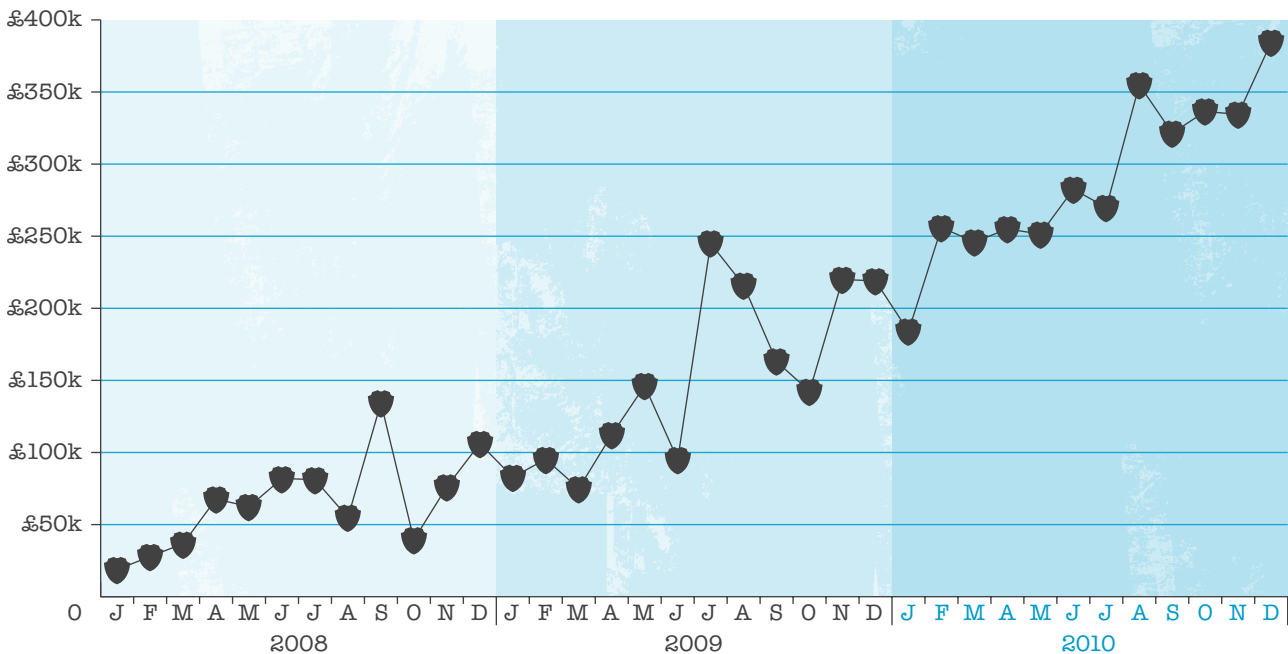
In just three short years, BrewDog have radically re-envisioned perceptions of craft beer by breaking down convention and unsettling institutions; not to mention creating some rock 'n roll, award-winning brews along the way.

The beers we make at our Aberdeenshire brewery are now available in 17 different countries and BrewDog is now the largest independent brewery in Scotland.

We are dedicated to making bold, contemporary and progressive beers showcasing some of the world's classic beer styles. All with an innovative twist and customary BrewDog bite.

Sales Growth

BrewDog's Monthly Sales



As you will see from the above chart, we have experienced phenomenal growth since we started our business (with 2 humans, a big idea and a dog) just over 3 years ago. Our beers are now available in:

- [27 Different Countries](#)
- [The World's Best Restaurant - the 3 Michelin Star NOMA in Copenhagen](#)
- [The 6 Star Mandarin Oriental in London](#)
- [Selfridges](#)
- [The Tate Modern in London](#)
- [The ultra prestigious Park hotel chain in Tokyo](#)
- [Jamie Oliver's new restaurant Barbacao](#)

However this is just the beginning for BrewDog. We are determined to completely redefine the beer drinking culture in the UK showing beer drinkers there is an alternative to the tasteless and mass produced fizzy yellow beers which dominate the UK market.

Brewdog beers are the epitome of pure punk. We brew uncompromising, bold and irreverent beer, beer with a soul and a purpose, and we are on a mission to open as many people's eyes to craft beer as we can.

The craft beer revolution is coming to the UK, and we are determined to be at the very forefront of it.

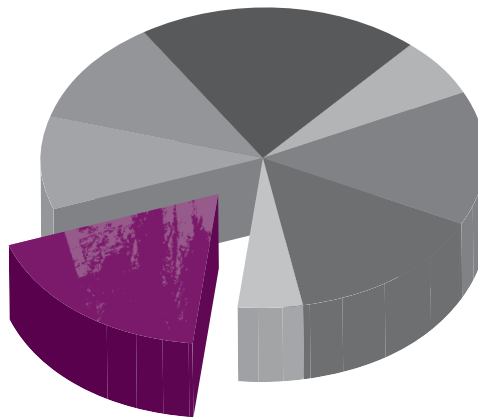
BrewDog has a DIY punk-rock ethic which people can relate to, a mission that drinkers can buy into, an ability to engage consumers across new and old media and a huge level of brand awareness. With more and more people becoming evangelical about what we do, we are very excited about the next 12 months. We want to work together with our key customers and support them in every way we can to help us both grow together in 2011.

Customer Focus

Cask Ale Case Study: The Wally Dug, Edinburgh

At the Wally Dug in Edinburgh where Trashy Blonde is permanently on cask. It is their best selling beer. Only narrowly behind Tennents and consistently ahead of big names such as Belhaven Best, Guinness, Stella and Budweiser.

Pints dispensed At the Wally Dug September & October



- Tennents Lager
1,488.50
- Belhaven Best
4,777.50
- Budweiser Budvar
1,035.00
- Calsber Pilsner
1,079.50
- Dry Blackthorn
326.00
- **Brewdog Trashy Blonde**
1,286.50
- Guinness
731.50
- Stella Artois
816.50

Keg case study: Cloisters, Edinburgh

From August 2010, Cloisters in Edinburgh has been one of a growing number of bars to sell 5am Saint on keg. Since then it has sold on average two 50L kegs per week. Sales have been so good, that Punk IPA will be joining 5am Saint permanently on draft at Cloisters at the start of 2011.



“BrewDog offer something unique, not just in sales volume but in interest and excitement.”

Barry Robertson
Manager, Cloisters.

Bottle Case Study: System Bolaget, Sweden

We have experienced tremendous sales growth in System Bolaget this year.

Punk IPA is now listed in 326 System Bolaget stores in Sweden with BrewDog bottle sales up over 200% in this retail outlet from 2009. In total we sold over 60,000 of BrewDog cases in Sweden in 2010.



“BrewDog is the hottest beer brand in Sweden right now. Limited edition BrewDog beers sell out in hours and the sales on the core range continue to grow exponentially. Their full flavour beers with the punk rock ethos and killer branding looks set to continue taking Sweden by storm in 2011.”

Richard Keller
Managing Director, Cask Sweden
(BrewDog’s Swedish Importer).

Expect a lot more Beer... ...for a little bit more money!



It is a commonly accepted proposition that an awesome bottle of Sauvignon Blanc can justifiably cost four or five times as much as a mediocre bottle of the same type of wine. However, due to the fact that the craft beer revolution is still in its infancy in Europe, many people struggle to understand why a great bottle of craft brewed IPA can cost merely double what a bottle of industrially brewed, generic lager costs. However, the world's best beers are a bargain compared to the world's finest wines!

Because we make progressive, high strength ales with loads more body, flavour, bite and with buckets of very expensive hops, our beers tend to cost a little bit more than those of other brewers. However they are still among the best valued high end gourmet products in the world.

It is our mission to bring great craft beer to the people; to get our hardcore ales into as many people's paws as possible. We do not want to be inaccessible or price prohibitive and we price our beers as fairly as we can, especially considering their quality. All our beers are hand crafted in small batches with intensely liberal use of the finest all natural ingredients from all over the world.

We are passionate about sharing great beers with as many people as possible, industrially brewers are passionate about turnover, profit and market share. We are fuelled by our love of craft beer and a bold, rebellious determination to change the face of the British alcohol industry. As long as we can pay our rent, our staff and keep the bank manager off our back, we are pretty happy just to be brewing our beers.

The average monolithic lager is brewed with roughly 12 kilos of malted barley per barrel. At BrewDog, our average beer is made with over 40 kilos of malted barley per barrel. On average we use 25 times more hops as an industrial brewer and over 8 times the hops of an average small UK brewer to make a barrel of BrewDog beer. A lot more beer for a little bit more money.

Our recipes are not dictated to us by accountants. We are selfish and we brew beers that we want to drink, regardless of the cost of the ingredient or how arduous the process is. Everything we do is to enhance the flavour of our beers and provide an encapsulating, awesome experience for the drinker. We pride ourselves in brewing progressive, full flavour and exciting ales. We fully believe that once people taste great craft beer they will not go back to paying a little bit less for a massively inferior industrially brewed beer.

**Want a lot more from your beer for only a little bit more money?
Try some BrewDog!**



Core BrewDog Range

The Bottle Range



also in 4 packs



The Kegged Range



PUNK
IPA
7
PILSENER
5 A.M.
SAINT
HARD CORE
IPA

Craft Beer
in keg is the
future of the UK
beer market.

BrewDog is
leading the way
in the category.

Our beers are available in 50L kegs in
the UK and in 30L one way keykegs for
export markets.

Core BrewDog Range cont...

The Cask Range



The Can Range



Our flagship beer, Punk IPA, is now ready to rock and roll in 330ml cans. Canned craft beers are the next phase in a completely redefined, reimagined UK beer scene. You're just one ringpull away from joining it.

Limited Release Beers

Abstrakt



- Abstrakt is a new type of beer brand, we will only ever brew and release a beer once
- Abstrakt will release a very small number of limited edition batches per year
- More art than beer, Abstrakt will brew directional, boundary pushing beers: blurring distinctions and transcending categories
- All Abstrakt beers are bottle-conditioned, individually numbered and known only by their release code, e.g. AB:01

Occasionals, Seasonals & Collaborations



Beer School

the ingredients



All great craft beers have 4 basic ingredients; Water, Malt, Yeast and Hops. We may add a little Scottish Heather Honey once in a while or throw in some hand picked local raspberries* occasionally but in all our beers we only ever use 100% fresh natural ingredients. And the vast majority of our beers are blissfully simple; in that all that is in the glass is malt, water, yeast, hops and nothing else. Uncomplicated, fresh and natural is how we like to keep things.

Industrial brewers on the other hand, use all kinds of junk in their beer. To cut corners and keep costs down they use rice, corn, maize, extract oils, adjuncts, preservatives, chemicals and even finings derived from fish's swim bladders.

Water: the soft spring water of the North East of Scotland is as good for brewing as it is for making whisky!

Malt: we brew with a variety of different locally sourced malts from pale malt to caramalt and from amber malt to chocolate malt.

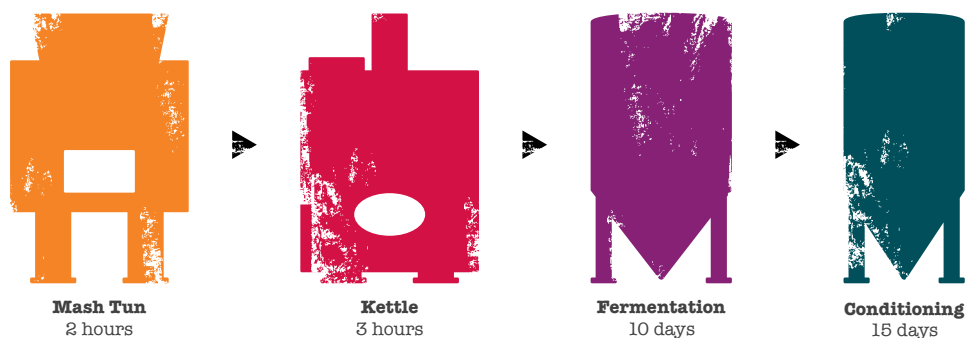
Hops: all our beers are characterised by intensely liberal use of the finest whole flower hops from all around the planet.

Yeast: yeast is the magical ingredient. The yeast turns sugars extracted from the malt into alcohol. Our house yeast is characteristically clean, letting the malt and hop flavours shine through.

*in both our mouths and brewing tanks

the brewing process

Once we have decided on the recipe, got the ingredients ready and turned up the volume on our stereo, the brewing process looks something like this:



Our Bars



Our bars are intended to be a beacon for craft beer. A focal point for the craft beer proletariat in our struggle with the industrial beer bourgeoisie. A place where people can become indulged in everything that is great about craft beer from the depth of flavour and character, to the passion of the people behind the world's best beers.

There will be nothing industrial or generic in sight, and this resolute philosophy extends to everything we serve.

We pride ourselves on serving only the best, most exciting and most flavoursome craft beers we can get our paws on from all corners of the planet. A bar where you can escape the pathetic monotony of mass market industrial beers made by faceless multinational corporations. Our bar is a library of beery masterpieces from the likes of BrewDog, Stone, Mikkelser, Struise, Alesmith and many more.

No Tennents. No Carling. No Smirnoff. No Televisions.

We are not cool. We are not pretentious. We just care. And we are your friends.

Beer was never meant to be bland,
tasteless and apathetic.

At BrewDog we are setting
the record straight.



BrewDog Aberdeen

17 Gallowgate, Aberdeen
AB25 1EB

BrewDog Edinburgh

143 Cowgate, Edinburgh
EH1 1JS

BrewDog Glasgow

Coming soon

Support Package

We have a great support package for our beers in 2011. Please request the following promotions materials to be added to your next order.

Pint,
400ml and
Stemmed
Glassware



Individual Product
Information Sheets



Posters, Beer
Mats, Booklets
and Tent Cards



Bar Towers



Support Package



4 Packs



External LED Signage



PR Support



Online Support

The Craft Beer Revolution.



Beer for Punks
www.brewdog.com