



The Resistance.



www.brewdog.com

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

Beer was never supposed to be pumped full of additives, preservatives and other really scary stuff.

Beer was never designated to be blanket bombed at you through lifestyle-centric mass media onslaughts.

Beer was never only destined to be made by huge faceless corporations who only care about profit margins and volume sales.

The calm before the storm is subsiding...

At BrewDog
we Care!
We care a lot.

And we are about to set the record straight.

You see we at BrewDog want to give you the power back - the power to decide what actually goes into your glass regardless of what those monolithic brands, billboard ads or flashy TV commercials want you to buy.

BrewDog drinkers are people who have freed themselves from the soulless, Dawn of the Dead style haze inflicted by mass-produced, watered down and all too familiar mainstream beers.

It's time to
reclaim your
freedom.

Let
BrewDog
be your
weapon of choice.



Our brewery

Our artisan brewery based on Scotland's rugged North East Coast is committed to making the highest quality beers with the finest fresh natural ingredients.

We make premium craft brewed beers.

Our beers are in no way commercial or mainstream.

We do not merely aspire to the proclaimed heady heights of conformity through neutrality and blandness.

We are unique and individual.

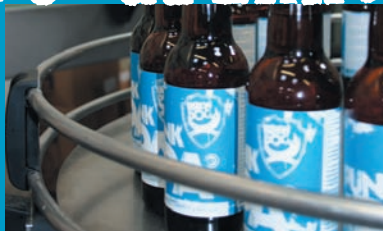
A beacon of non-conformity in an increasingly monotone corporate desert.

We are proud to be an intrepid David in a desperate ocean of insipid Goliaths.

We are proud
to be an
alternative.

At BrewDog
we are selfish.

We make
the beers
we want to drink.





Our history

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.

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.

**TRASHY
BLONDE**



Statuesque fruity ale.

A titillating, neurotic, peroxide, punk of a pale ale. Combining attitude, style, substance and a little bit of low self esteem for good measure; what would your mother say.

You really should just leave it alone...but you just can't get the compulsive malt body and gorgeous dirty blonde colour out of your head. The seductive lure of the sassy passion fruit hop proves too much to resist. It is all wrapped up with the customary BrewDog bite and imaginative twist.

This trashy blonde is going to get you into a lot of trouble.

BrewDog BrewSheet

ABV: 4.1%

OG: 1.0417

IBU's: 40

Malts: Maris Otter Pale Ale Malt, Caramalt, Munich Malt

Hops: Amarillo, Simcoe, Motueka

Twist: Made with hops specially imported from America and imagination especially imported from Alice in Wonderland

Iconoclastic amber ale.

5 a.m. Saint is our uber-hoppy red ale. We've dry-hopped this little beauty to the brink and back with the help of amarillo and centennial hops that create an all out riot of citrus, orange and lychee flavours.

Cast away any aspersions and let the crook of BrewDog be your guide in a whirlwind of conformity and mediocrity. Once this ruby liquid forms a foamy halo around your glass, you'll never want to look back.

BrewDog BrewSheet

- ABV:** 5%
OG: 1.048
IBU's: 35
Malts: Maris Otter, Caramalt, Munich Malt, Crystal and Dark Crystal Malts
Hops: Nelson Sauvin, Amarillo
Dry Hops: Simcoe, Cascade, Centennial, Ahtanum, Nelson Sauvin
Twist: Made with hops specially imported from America and imagination especially imported from Alice in Wonderland



PUNK IPA



Post modern classic pale ale.

This 6% trans-atlantic fusion IPA is light golden in colour with tropical fruits and light caramel on the nose. The palate soon becomes assertive and resinous with the New Zealand hops balanced by the biscuit malt. The finish is aggressive and dry with the hops emerging over the warming alcohol.

This fresh, full flavour natural beer is our tribute to the classic IPAs of yester-year. The post modern twist is the addition of amazing fruity hops giving an explosion of tropical fruit flavours and a sharp bitter finish.

This beer is not cool. You may think it is, but that is just a beautiful lie fabricated by clowns and gypsies.

BrewDog BrewSheet

ABV: 6%

OG: 1.056

IBU's: 68

Malts: Marris Otter Extra Pale Malt

Hops: Chinook, Simcoe, Ahtanum, Nelson Sauvin

Twist: Hopped with bucket loads of our favourite hops

Explicit imperial ale.

This Imperial India Pale Ale Rocks, Hardcore! 2,204 malted Maris Otter grains gave all they had to offer the world to provide the robustly delicate toffee malt canvas for the ensuing epic.

8 Hop Cones willingly sacrificed themselves in fiery cauldron that is our brew kettle to ensure your mouth is left feeling punished and puckering for more.

9,900,000,000 yeast cells frantically fermented their little hearts out as the sugars were magically turned into alcohol in the dark depths of our fermentation tanks.

This explicit ale has more hops and bitterness than any other beer brewed in the UK, fact. This is an extreme beer rollercoaster for freaks, geeks and international chess superstars.

BrewDog BrewSheet

ABV:	9.2%
OG:	1.083
IBU's:	150
Malts:	Maris Otter, Crystal Malt, Caramalt
Hops:	Centennial, Columbus, Simcoe
Dryhops:	Centennial, Columbus, Simcoe
Twist:	Hopped to hell, then dry-hopped to hell too



Whisky cask aged imperial stout.

The Life and Times of a BrewDog Whisky Cask

- 1) little acorn into a mighty oak tree, really long ago
- 2) oak tree turned into a cask by a skilled human
- 3) cask is then used to mature American Bourbon, releasing wonderful flavours from the oak
- 4) cask then undertakes a perilous marine voyage across the Atlantic, narrowly escaping the clutches of storms, giant squid and pirates
- 5) safely at the Scottish distillery it is used to mature the finest Whisky, adding depth and character to the flavours inculcated in the oak
- 6) cask arrives at BrewDog where we fill it with our Imperial Stout. The ageing process infuses all the Whisky flavours and emblazons the cask's journey deep into our smooth robust stout, resulting in an unrivalled taste adventure for the lucky human who gets their paws on the finished masterpiece.



The
Arran
Malt
SMOKEHEAD



BrewDog BrewSheet

ABV: 10%

OG: 1092

IBU's: 70

Malts: Marris Otter, Dark Crystal, Caramalt, Chocolate Malt, Roast Barley

Hops: Galena, Bramling Cross

Twist: Aged for 6 months in a Scotch Malt Whisky Cask

Intergalactic fantastic oak aged stout.

This is a beer inspired by a 1980's space invaders arcade game played in Japan's capital.

The irony of existentialism, the parody of being and the inherent contradictions of post modernism, all so delicately conveyed by the blocky, pixelated arcade action have all been painstakingly recreated in this bottle's contents.

This imperial stout is brewed with copious amounts of speciality malts, jasmine and cranberries. For kicks we also dry hop it and age it on oak chips.

It is all about moderation. Everything in moderation, including moderation itself. What logically follows is that you must, from time, have excess. This beer is for those times.

BrewDog BrewSheet

ABV: 18.2%

OG: 1.140

IBU's: 90

Malts: Marris Otter, Dark Crystal, Caramalt, Chocolate Malt, Roast Barley

Hops: Galena

Twist: Brewed with Jasmine and Cranberries. Dry-Hopped then aged on oak chips.



TACTICAL NUCLEAR PENGUIN



Beer for the dedicated.

In true BrewDog fashion we've torn up convention and pushed brewing to its limits with this 32% monster. This beer was initially double barrel aged for 14 months; maturing in the deep, rich oak of Scottish Whisky casks. After this epic maturation the beer was then frozen, then frozen again, then frozen again.



BrewDog Warning

This is an extremely strong beer, it should be enjoyed in small servings and with an air of aristocratic nonchalance. In exactly the same manner that you would enjoy a fine Whisky, a Frank Zappa album or a visit from a friendly yet anxious ghost.

BrewDog BrewSheet

ABV: 32%

OG: 1092

Malts: Marris Otter, Dark Crystal, Caramalt, Chocolate Malt, Roast Barley

Hops: Galena, Bramling Cross

Twist: Frozen by Penguins for 3 weeks at an ice cream factory

“If we will disbelieve everything because we cannot certainly know all things, we shall do much - what as wisely as he who would not use his legs, but sit still and perish because he had no wings to fly.”

John Locke



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BrewDog = $\frac{b^3(ld(d^2))}{*n/l}$

b^3 = bloody brilliant beer
ld = live the dream, d^2 = drink the dog.
*n/l = not literally

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