

Crowdfunding now: Equity for Punks Tomorrow with Brewdog

In this week's MaddyCrowd crowdfunding roundup, we zoom in on UK unicorn Brewdog's current campaign. For the world's first carbon-negative brewery, tomorrow starts today.

There are under 40 days left to take part in [Brewdog's](#) 'Equity for Punks Tomorrow' crowdfund campaign, which has so far raised over £10M. Its initial aim was £7.5M, but it's also got a stretch goal of £50M. Where's the money going? Towards ensuring we have a planet to brew beer on, apparently.

As the world's first carbon negative brewery, Brewdog has really made a name for itself in climate circles. This raise consolidates its reputation, with every penny invested going towards sustainable projects, including direct wind power, carbon dioxide recovery, electric delivery vehicles and turning waste into energy. It also plans to plant one million trees by the year 2022. According to the fundraising prospectus:

'The world does not need another crowdfunding programme. The world needs change. We're committed to making great beer, and ensuring we

have a planet to drink it on.'

Even if you're not moved by its sustainability goals, you might be impressed by Brewdog's growth as Europe's number one craft beer brand by revenue. It's also the UK's largest craft beer bar operator and the fastest-growing UK beer brand of scale.

James Watt, CEO of Brewdog, comments:

We have a community of over 145,000 Equity Punk investors, and this is your chance to join them. In 2010 we tore up convention, turned the traditional business model on its head and launched Equity for Punks, giving thousands of people a front row seat to the craft beer revolution.

"Equity for Punks has already broken all types of crowdfunding records all over the world. And now, Equity for Punks is back with a completely new type of share offering. Equity for Punks Tomorrow is a radically different type of share offering; a share offering where every single penny you invest goes towards building a more sustainable future for all of us."

Alongside potential financial yields, investing in Brewdog comes with several rewards – including discounts, free birthday beer, exclusive merchandise, a personal tree planted for you, and an invite to its AGM. Investors of more hefty sums can choose benefits like 'one vegan meal and beer every month for two years at Brewdog UK bars', 'your own cask of sustainable whiskey' and 'a Brewdog branded YETI cooler'.

Support the project

