

BrewDog plc in Consumer Foodservice (United Kingdom)

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Date: May 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: BD456367A53EN

Abstracts

BrewDog expanded its on-trade presence aggressively over 2013-2015, with outlet volume increasing from 11 in 2013 to 28 in 2015. The company plans to maintain that growth in the forecast period, aiming to reach 100 outlets by 2020. BrewDog is thus transitioning from operating as a brewery supplying beers to bars/pubs to an on-trade chain in its own right, with its outlets also offering beers from independent micro-brewers. However, there was a shift in strategy for newer bar openings, which have...

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