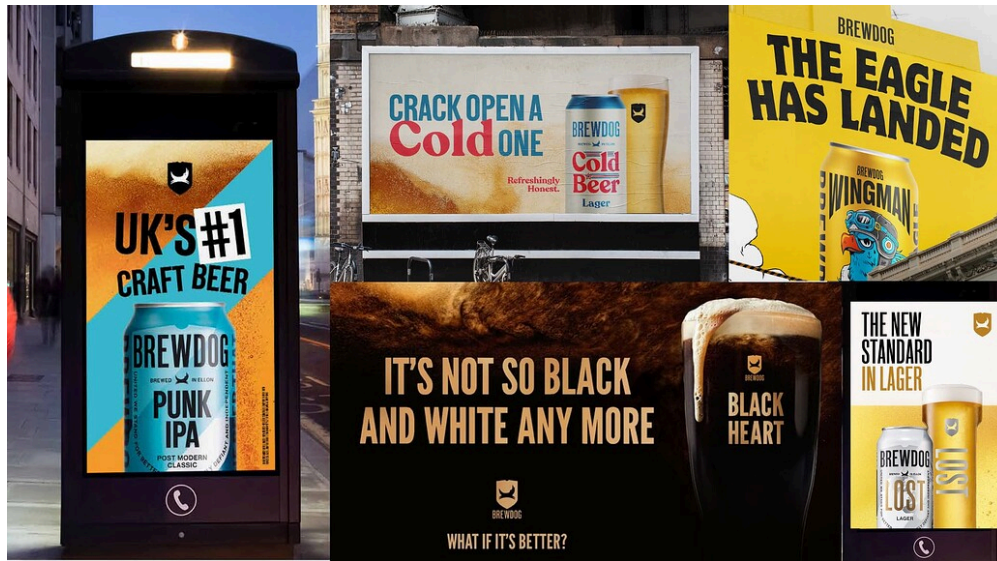


# Sales Update - Q1 2024

[BrewDogJames](#) 1 April 12, 2024, 9:17am



With the first quarter of the year done and dusted I wanted to share some details of how our business performed as well as share some context from our wider industry. It is fair to say that the 2 main sectors in which we operate – craft beer and hospitality have both had very challenged starts to 2024. Articles like this one from last week are now all too common: [‘Our margins are threadbare’: UK’s craft beer scene says it’s on the brink | Food & drink industry | The Guardian](#)

Against this context the performance that our amazing BrewDog team have delivered in Q1 is phenomenal.

Hospitality in the UK and beyond is really struggling as increased costs means prices have had to increase at a time when consumers incomes have been squeezed. The bar industry in the UK is down over 10% versus last year and last week the UK bar industry was an alarming 22% down.

Our BrewDog Bars over the course of 2024 so far have been 2.5% down. Not where we want to be, but it is hard to be too unhappy with our hospitality performance when we are 10% ahead of our wider industry.

Beer sales in UK grocery are also down on last year (-1%) and in our most important channel BrewDog is an amazing 34% which puts our performance at 35% ahead of our competitive set making us the fastest growing beer business in the UK in 2024 so far.

Here are some of our highlights of 2024 so far in UK grocery:

- BrewDog overtaken Asahi and our now 6th largest brewer.
- BrewDog the fastest growing UK brewer in both value and volume.
- Our volumes are up 34% vs total beer down 1%.
- Lost Lager is the UK’s fastest growing premium lager and is up 58% over the last 12 weeks.
- Lost Lager is growing 3 times faster than Madri and is now 23% of the size of Heineken.
- Wingman is now the 5th largest craft brand in the UK (it only launched last October).

- In 2024 Black Heart is already at 25% of Guinness Draught sales in Sainsbury’s & Morrisons – a brilliant start to a beer only born in 2023.

We also have some amazingly exciting new openings on the horizon with Denver opening next week, Columbus airport next month and Bangkok the month thereafter. We also have our brand new lager, Cold Beer, launching nationwide in Tesco next week.

Whilst our Q1 performance has been good, during these uncertain economic times, as a team we remain fully focussed on delivering the best possible beers and customers experiences we can whilst running our business as diligently as we can until the wider economic picture in the UK improves.

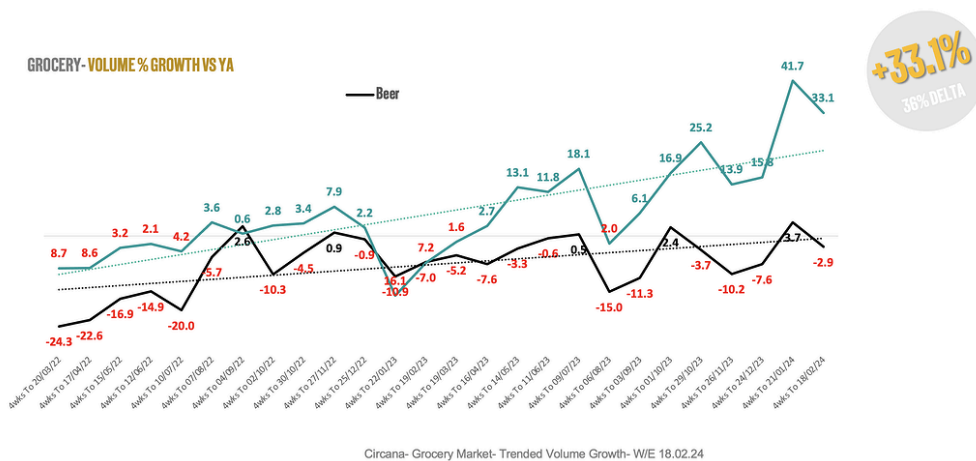
Here are some slides I recently shared with the team with some more details on Q1 performance. We also hit our Q1 profitability target which is really important.

## BRAND HEALTH – GREAT 12 MONTH TRENDS

	March 2023	March 2024
Awareness	83.2	88.4
Consideration	20.6	28.4
Purchase Intent	9.1	12.3



## BREWDOG VOLUME GROWTH CONTINUES TO OUTPERFORM TOTAL BEER



**PUNK SHOPPER MORE LOYAL & VALUABLE THAN ANY OTHER BREWDOG BRAND**



**LEAD ATL BRAND**

**#1 4 OF 6**

**KEY PERFORMANCE METRICS**

CONTINUOUS PANEL  
SOLUS BRAND SHOPPER

**SPEND PER CUSTOMER**

**#1 £29.41**

**FREQUENCY OF PURCHASE**

**#1 3.38**

**CUSTOMER #**

**#1 210K**

**LONG TERM GROWTH:**

**1% £**

**£2.7M** *Continue To Penetrate*

**£190K**

**£110K**

**LAGER** **ALE** **STOUT**

**1% LAGER SOLUS = 90% CRAFT SOLUS**

*Continue To Dominate*

**£30K** **£40K**

**BREWDOG** **CRAFT EXC BREWDOG** **SPECIALIST**

**£ SALES** **£403M / £267M 66%** **£84M / £19M 23%** **£12M / £11M 92%** **£18M / £6M 33%** **£14M / £3M 21%** **£7M / £4M 57%**

**CUSTOMER** **3M / 2.4M** **1.5M / 398K** **380K / 350K** **467K / 240K** **402K / 185K** **271K / 180K**

ALL SHOPPER  
SOLUS BRAND / CATEGORY SHOPPER

**BLACK HEART** 

In the last 26 weeks we are already 14.6% of Guinness Draught sales across grocery. We are currently only in 52.4% of weighted distribution giving us the opportunity to nearly double our current distribution.

In the latest 12 weeks we are already 25% and 26% of Guinness Draught sales in Sainsbury's and Morrison's respectively.

**TOUCAN PLAY THAT GAME**

**WHAT IF IT'S BETTER?**



**BLACK HEART**

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**IT'S NOT SO BLACK AND WHITE ANY MORE**

**WHAT IF IT'S BETTER?**



**BLACK HEART**

# WONDERLAND COCKTAILS - 6,200 DISTRIBUTION PTS



## BREWDOG USA

Our AF Mixed pack is now our number 1 selling SKU.  
 The pack is up 51% YOY in grocery.  
 In Kroger we have the 3rd best dollar rate of sale per store per week of any alcohol-free SKU:

- Coors Alcohol Free \$72.12
- Athletic Run Free \$69.47
- BrewDog AF Mixed \$68.78.
- Bud Zero has a \$61.23 rate of sale per store per week.



Oh and please be very excited about a new upcoming triple dry hopped West Coast IPA we have upcoming - more on this soon 🍺

33 Likes

### Upcoming Bars