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Union Square drafts in BrewDog for shopping centre first

Hammerson announces that Scottish Craft Beer Brewer, BrewDog, has opened its first ever bar in a shopping centre, at Union Square in Aberdeen.

BrewDog was launched in 2007 in Fraserburgh, Aberdeenshire, by the brewery's co-founders James Watt and Martin Dickie, with the aim of sharing the pair's passion for great craft beer. BrewDog is now one of the UK's fastest-growing food & drinks companies with more than 70 bars around the world, and export into 60 countries.

The new 3,751 sq ft bar, located on the Upper Mall adjacent to Nando's and Thai street food operator Thaikhun, is a first for BrewDog. The new bar has capacity for over 150 beer enthusiasts and will offer 20 draft beers on tap, including BrewDog's headliners such as Punk IPA, Elvis Juice and Lost Lager, as well as a selection of BrewDog LIVE beers, its modern take on cask ale, all of which are brewed just up the road in Ellon, Aberdeenshire. There will also be a wide range of bottled and canned beers from around the world, which can be enjoyed in the bar between shopping surges, or taken away to savour at home.

The BrewDog Union Square food menu will include tasty burgers, stone-baked pizzas, buffalo wings and hot dogs, and will be available all day, alongside a brunch menu featuring the delicious Eggs Bun-Addict and Chicken & Waffle dishes.

Union Square has become the shopping destination of choice for a broad range of brands looking to expand in Scotland. Ideally located in the city centre and connected to Aberdeen railway station, the

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centre has strong transport links and is home to brands including The White Company, Hugo Boss and Hotel Chocolat.

Iain Mitchell, Commercial Director at Hammerson, commented, “We have seen solid demand over the past year for exciting F&B brands looking for space in our flagship city centre locations. BrewDog is a great addition to Union Square’s dining offer and demonstrates the increasing demand from new entrants for prime space and the shifting mix to growing categories such as food and leisure.”

James Watt, BrewDog’s co-founder commented, “This new Aberdeen bar will be offering something a little different. We wanted to ensure our new bar could offer what you need whenever you visit Union Square, from a hearty breakfast and caffeine fix to kick-start the day, to amazing beers and desserts as a reward for a hard day’s shopping.”

“Aberdeen will always be a hugely important city for us. It is where we set up our first ever bar and is just a stone’s throw from our Ellon brewery. For us, this is where our craft beer revolution all began, so we’re thrilled to set up another new bar in this epic city we call home.”

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Melissa Flight, Corporate Communications Manager

E: melissa.flight@hammerson.com

0207 887 1890

www.hammerson.com

Notes to Editors

Hammerson own, manage and curate winning European destinations focused on flagship retail destinations and Premium Outlets. As at end of June 2018, our portfolio of high-quality retail property had a value of £10.6 billion and includes 22 prime shopping centres, 15 convenient retail

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parks and investments in 20 premium outlet villages, through our partnership with Value Retail and the VIA Outlets joint venture. Key retail venues include, Bullring, Birmingham; Bicester Village, Oxfordshire, Dundrum Town Centre, Dublin; and Les Terrasses du Port, Marseille.