

SSP opens BrewDog bar in Amsterdam



Guests will be able to enjoy BrewDog headliner beers alongside a selection from local craft brewers

[BrewDog](#) is set to open its first travel location in mainland Europe at Amsterdam Centraal Station in Autumn 2023.

“We are delighted to be bringing such a fun, innovative and exciting brand to Amsterdam Centraal,” said Peter Hoekstra, Managing Director, [SSP](#) Nederland BV in a July 25 press release. “We’ve worked closely with the BrewDog team to create a tailored Dutch offer that our rail customers are sure to love.”

The bar will offer stunning views of the city’s waterways and will feature iconic BrewDog elements, including neon lights and “press for beer” buttons. The menu will showcase locally crafted dishes, from breakfast to late-night snacks, and will complement the impressive beer selection, which includes BrewDog’s headliner beers, local craft brews, and rare exclusives. The bar will also serve a variety of alcoholic and low-alcohol drinks.

James Watt, CEO of BrewDog said in the same release: “Amsterdam has always had a vibrant craft beer scene and so we’re really excited to be expanding our partnership with SSP to open a fantastic new bar within the city’s historic Centraal station — which will be the first travel location bar of its kind in mainland Europe. We’re looking forward to welcoming travellers to Amsterdam when we open later in the year.”

This expansion follows the announcement of a BrewDog bar at Gatwick Airport earlier in the year.

Peter Jagersma, Manager Exploitatie, NS Stations said, “We are very pleased to grow together with our partner SSP and to welcome a new brand to the station with BrewDog. Amsterdam Centraal is not only a travel hub, but also a destination in its own right for passengers, tourists and locals. With this partnership, we’re able to offer our customers a place to stay, meet and enjoy good times together at

the station.”