

BrewDog and SSP announce venues at UK travel hubs in 2024



The current BrewDog location at Waterloo Station in London

[BrewDog](#) and [SSP Group](#) have announced they will open a bar at Edinburgh Waverley station and a pub at London Waterloo in early 2024. The two venues are part of the plan to open additional facilities at stations and airports in the coming years, the press release said.

“We’re excited to be opening two more fantastic travel locations with our partner SSP. Waterloo is already a special place for us, and the new pub will take elements of the classic pub we know and love, but add a BrewDog twist. I’m sure it will quickly become a new local for those travelling regularly through the station. Opening at key transport hubs, like Edinburgh and London, is a big part of our growth plans and we look forward to opening more locations in the years ahead,” said James Watt, BrewDog Co-Founder and CEO.

The “BrewDog Pub” at London Waterloo will be a modern take on a traditional commuter pub and build on the brand’s existing presence at Waterloo station. The station already hosts the brand’s landmark bar and restaurant at The Sidings, where it serves more than 15,000 people per week.

The pub will be located within Waterloo’s main concourse and feature 16 taps of craft beer, including headliners such as Punk IPA, Hazy Jane and Elvis Juice. It will also serve a range of spirits and cocktails from BrewDog Distilling Co. and Wonderland Cocktails. The food menu will include pub classics along with BrewDog’s signature wings and burgers.

The news of the brand opening its Waverley and Waterloo locations follows the successful openings at London Gatwick’s North Terminal and Amsterdam Centraal Station in 2023. BrewDog’s global footprint now spans more than 100 bars and hotels around the world, with plans to open another 200 venues in key markets over the next seven years.

“Following the successful openings in Amsterdam and Gatwick, we’re pleased to be opening more BrewDog venues at key UK travel locations. Our understanding of the travelling consumer means we’re confident both will be a big hit with those travelling through Edinburgh and Waterloo,” said Kari Daniels, CEO, SSP UK & Ireland.