






























# PLANET BREWDOG BADGE CRITERA

Read on for..

What badges are available to collect on Planet BrewDog

What rewards each badge unlocks and how to redeem them

When your reward will expire, whether you can redeem it against other rewards, and any other related terms

BADGE INFORMATION			HOW TO UNLOCK THE BADGE AND REDEEM YOUR REWARD			BADGE TERMS AND CONDITIONS			
Badge Theme	Badge Icon	Badge name	How do I unlock the badge?	What do I get once it's unlocked?	How do I redeem my reward?	When does my reward expire?	Can I use this reward with other discounts?*	Which country is this available in?	What is the minimum spend?
Welcome to Planet BrewDog		Nice to Meet You	Create an account on BrewDog.com; OR opt-in to Planet BrewDog via your existing BrewDog.com account	Unlocks Top Dog topic and status badge					
		Fridge Filler	Place one order on brewdog.com	Unlocks Beer Hero badges, Free 4 pack of Punk, Elvis Juice, Hazy Jane or Lost Lager with next order	Use code on next online order which automatically adds a Headliner 4 pack	6 months	Yes*	UK	£30
		Beer Geek	Complete your account information including questions about your favourite beer style, and which BrewDog beers you have tried	Unlocks Scholar Punk badges and access to BrewDog Headliner Tasting Guide PDF	Download PDF from URL				
		Drink BrewDog Kill Carbon	Offset 35kg Co2 through orders on BrewDog.com	Unlocks status badge					
Top Dog (unlocked by Nice to Meet You)		Friend of a Friend	An order is made using your referral link (this can be shared by the referrer)	£5 off on the referee's first order, £5 off an order when the referee has placed their order. Both applicable to UK orders only.	Once your referee has placed their order you get a code for £5 off your next order	6 months	Yes*	UK	None
		Fair Share	Place an order for a friend at a different delivery address	Unlocks status badge					
Beer Hero (unlocked by Fridge Filler)		Double Down	Place two orders on BrewDog.com	Free 4 pack of Punk IPA with your next order	Use code on next online order which automatically adds a Punk IPA 4 pack	6 months	Yes*	UK	£30
		Centurion	<a href="#">Spend over £100 in one order in BrewDog.com</a>	Free mainland UK delivery on next order	Use code on next online order which gives you free delivery	6 months	Yes*	UK	None
		The Usual	Order your favourite beer style (as defined in your account information) in 2 separate orders	Access to Beer School PDF	Download PDF from URL				
		Style Guru	Place 2 orders with 2 or more different beer styles in each	Access to Glassware Style guide PDF	Download PDF from URL				
		Advent 2021	Be one of the first 20,000 customers to purchase the 2021 BrewDog Advent Calendar	Get 10% off your next BrewDog.com purchase	Use code on online order which gives you 10% off your purchase	30/09/2021	Yes*	UK	£30
Scholar Punk (unlocked by Beer Geek)		Death or Glory	<a href="#">Buy 4 different core beers on BrewDog.com. This can be in one order or across multiple orders</a>	Access to online Equity Punk 10% Discount for 7 days starting from when the reward is claimed by the user	Use code on any online order to get your Equity Punk 10% discount	7 days after first usage	No - does not work with existing EFP10, but will upgrade EFP5 so total discount will be 10%*	UK	None
		Kindred Spirit	Buy any BrewDog Distilling Co. product on BrewDog.com	10% off BrewDog Distilling Co. products	Use code on online order which gives you 10% off all distilling products	6 months	Yes*	UK	None
Core Range		Dead Pony Club	Purchase any product containing Dead Pony Club	Unlocks status badge					
		Elvis Juice	Purchase any product containing Elvis Juice	Unlocks status badge					
		Hazy Jane	Purchase any product containing Hazy Jane	Unlocks status badge					
		Punk IPA	Purchase any product containing Punk IPA	Unlocks status badge					
		Lost Lager	Purchase any product containing Lost Lager	Unlocks status badge					
Equity for Punks		EFP 1	Invested in EFP 1	Unlocks status badge					
		EFP 2	Invested in EFP 2	Unlocks status badge					
		EFP 3	Invested in EFP 3	Unlocks status badge					
		EFP 4	Invested in EFP 4	Unlocks status badge					
		EFP 5	Invested in EFP 5	Unlocks status badge					
		EFP 6	Invested in EFP 6	Unlocks status badge					
		EFP T	Invested in EFP Tomorrow	Unlocks status badge					
		One Referral	Invested in EFP Tomorrow	1 Referral Point in Equity for Punks Tomorrow					
		Pints for Punks	Invested in any round and accessed Planet BrewDog before 23.59 on 12.08	1 free pint of Punk IPA, Punk AF or Lost Lager in our bars between 16 - 19 or 23 - 26 August 2021					

\*T&Cs apply. Planet BrewDog rewards and discount codes only available to UK only, normal shipping surcharges apply  
BrewDog reserve the right to add, amend, remove or cancel a badge and/or the related reward  
Badges/refundable are not refundable or exchangeable  
BrewDog are not responsible for refunding a product on the basis of misunderstanding of reward  
Planet BrewDog badges discount rewards can only be used outside of Sale periods, other restrictions may apply. Not available to staff.