Proskauer

Proskauer Advises Tilray Brands on its Acquisition of BrewDog

March 5, 2025

LONDON, March 5, 2026 – Proskauer has advised Tilray Brands, Inc., a leading global lifestyle and consumer packaged goods company, on its acquisition of certain highly strategic assets of BrewDog's global platform.

This £33 million acquisition includes the global brand and related IP, the UK brewing operations and eleven brewpubs in the UK and Ireland.

A globally recognised craft beer brand, BrewDog is a vertically integrated beverage and hospitality platform. This acquisition presents a significant opportunity for Tilray's growth in the UK and previously untapped international markets. Tilray is separately negotiating to acquire certain BrewDog assets in the United States and Australia.

The Proskauer team was led by partners Andrew Payne (Restructuring), Adam Creed (Private Equity M&A) and Clare Cottle (Restructuring) with support from partners Vikki McKay (Real Estate), Richard Miller (Tax), Oliver Howley (TMT), Special Counsel Nicola Bartholomew (International Labor & Employment) and associates Esme Malley (Private Equity M&A), Benjamin Peacock (Real Estate) and David Ward (Tax).

About Proskauer

The world's leading organizations and global players choose Proskauer to represent them when they need it the most. With 800+ lawyers in key financial centers around the world, we are highly regarded for our expertise combined with our pragmatic and commercial approach. Proskauer is the place to turn when a matter is complex, innovative and game-changing. We work seamlessly across practices, industries and jurisdictions with asset managers, private equity and venture capital firms, Fortune 500 and FTSE companies, major sports leagues, entertainment industry legends and other industry-redefining companies.

Our premier M&A practice is distinguished by the combination of our transactional strength and deep sector knowledge. We are a destination firm for large-cap and middle-market deals with extensive expertise in the structural, cultural and procedural issues that are often at the center of complex, cross-border transactions. From London to New York, Paris to Los Angeles and across the globe, organizations turn to our lawyers for their most significant and transformative transactions. Our multi-disciplinary team offers actionable insights, sophisticated strategies and creative solutions that drive commercial success for our clients.

Our Restructuring team represents every constituent – debtor, lender, unsecured creditor, board of directors, independent fiduciary, shareholder and new investor – involved with a business in distress and we understand the goals, strategies and tactics of each of the parties. Our relationships and broad-based experience enable us to work collaboratively in highly charged situations to develop value-added resolutions for our clients.

Related Professionals

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