



# Beer the change ...

## **Brewery Vivant's 2011 Sustainability Report**

The title of our report is a shameless interpretation of the quote that has given us the most inspiration in our pursuit of operating sustainably, "Be the change you want to see in the world" by Mahatma Gandhi.

We made this report black in hopes you will avoid printing it. Please contact [sustainability@breweryvivant.com](mailto:sustainability@breweryvivant.com) for a printable version.

February 16, 2012

We are publishing this report to hold ourselves accountable to our goals, to inspire other businesses to think about the footprint they are making on their community and the environment, and to educate readers on what we are doing.

Sustainability is one of our founding core values at Brewery Vivant. That means when making decisions for our business we are guided not just by financial concerns but also try to equally weigh the impact of our decision on the environment and our community. In our first year our employees either gave birth to or conceived 8 babies. By being a responsible business and neighbor, we would love to help make their future's cleaner, safer and full of opportunity.

In our pursuit of operating sustainably, one thing we are especially proud of is our decision to can our beer instead of bottle it. In fact, we are 1 of only 4 breweries in the State of Michigan that is canning out of more than 120 breweries. Read on to find out why we think canning is the more sustainable choice. We are also proud of all of the thought that went into our building renovation to maintain as much historic character as we could while also being environmentally responsible. This effort resulted in us being the first commercial microbrewery in the country to be awarded LEED® Silver certification from the US Green Building Council.

Lastly, we were honored to be the recipients of the Gerald R. Helmholdt Grand Award. This award is given annually by the Neighborhood Business Alliance and Neighborhood Ventures to the employer in the Grand Rapids area deemed to be the best overall entry in the Neighborhood Business Awards. We were the first brand new business in the 26 year history of the awards to be given the Grand Award and we couldn't be more proud.

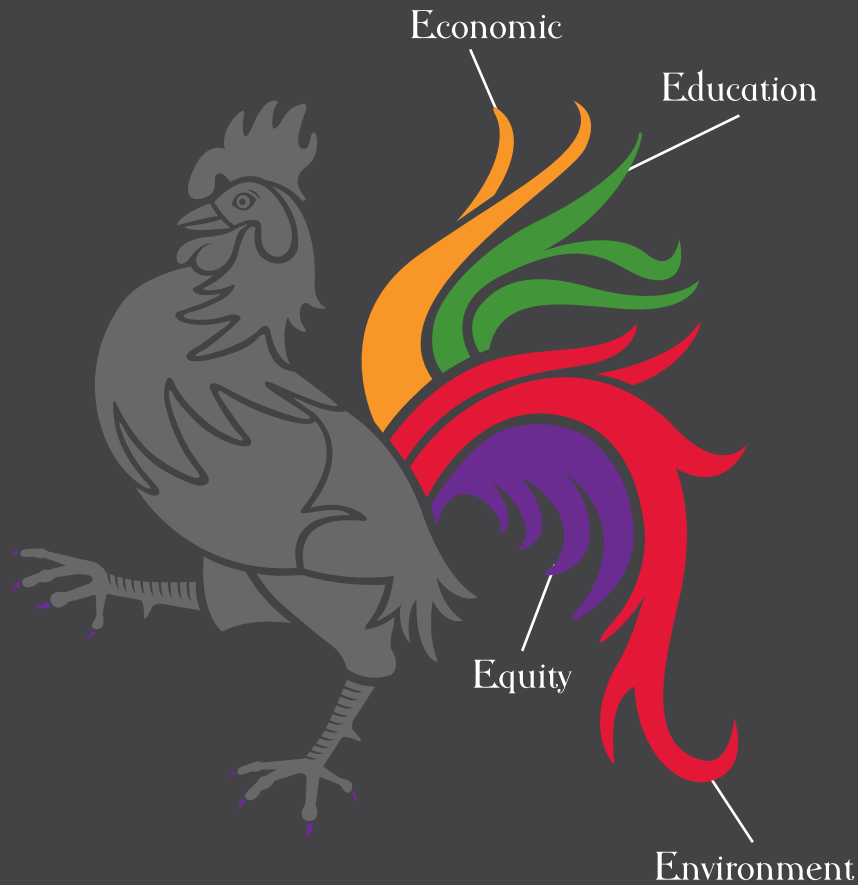
We hope you find value in this information. If you have feedback for us or would like a printable version, please email us at [sustainability@breweryvivant.com](mailto:sustainability@breweryvivant.com).

Cheers,



Jason, Kris & Oliver Spaulding  
Owners  
Brewery Vivant

Members of the East Hills Business District, Local First, and the Michigan Brewer's Guild



# Economic

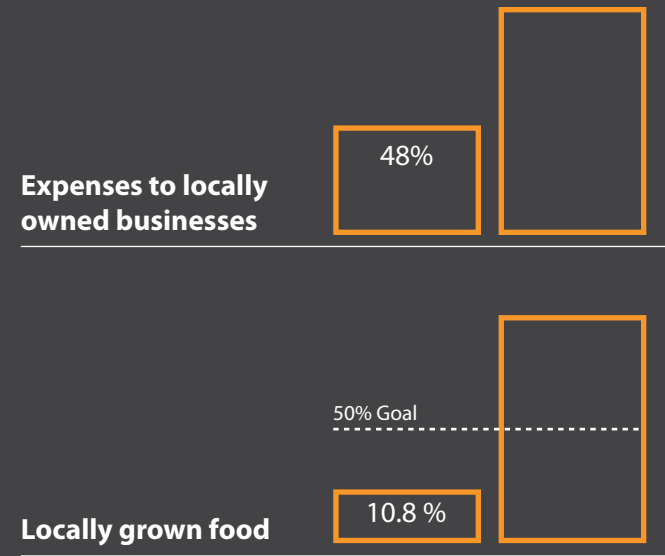
**Goals:**  
50% of food inputs from 250 miles

25% of beer inputs from 250 miles

## 48.8 %

### Percent of expenses to locally owned businesses

Nearly 50 percent of our expenses was to locally owned and operated businesses. 10.8 percent of the food we sold was grown within 250 miles.



## 2.1 %

### Percent of our grain within 250 miles

We purchased over 160,000 pounds of grain in 2011, of which 3400 was from within 250 miles of Vivant.

## > 0 %

### Percent of our hops within 250 miles

20 pounds was purchased from an organic hop farm in Michigan for our French Fusion beer.



# Economic

## Nearly Cow Neutral

### 21.9 Cows consumed

There is 320 lbs of usable meat per cow. We sold 14,000 burgers in 2011. That equals 21.9 cows consumed by our patrons.



### 17.7 Cows Fed

Over the course of 2011, we gave away 161,140 Lb of spent grain to a local farmer. At 25 lbs of grain per day, we fed 17 cows, just short of total cows consumed. In 2012 we hope to be cow neutral.



# Economic

## 214,900 Pints Sold

That's enough for every citizen of Grand Rapids to have at least one pint.



## \$22,566

### Total savings for our Monks

Our monks are our best customers. Through our Monk Club they get a personalized goblet, discounts on every beer they purchase and special benefits throughout the year.

## 37 styles

### Total styles of beer

We asked our head brewer Jacob which one he is most proud of and his response was that, like children he loves them all equally.



# Economic

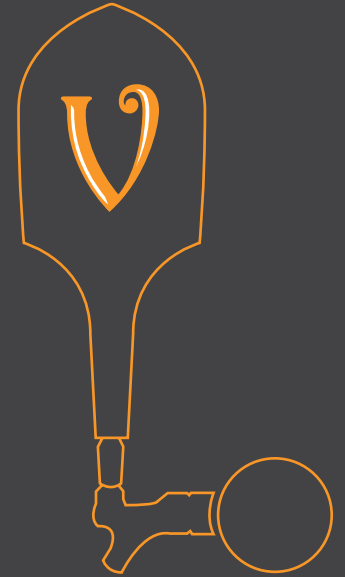
## Shower Me With Your Love

We made 56,420 gallons of beer. If all of our 430 Monks took 10 minute showers, each of them could shower 5.3 times in our beer. This would put Grand Rapids at the top of the list of cities with shiny, silky hair.

56,420 = 5.3

Gallons of beer

Showers per Monk



1,652

Total barrels sold



Breakdown: 892 barrels or 54% in pub, 760 barrels or 46% in distribution.

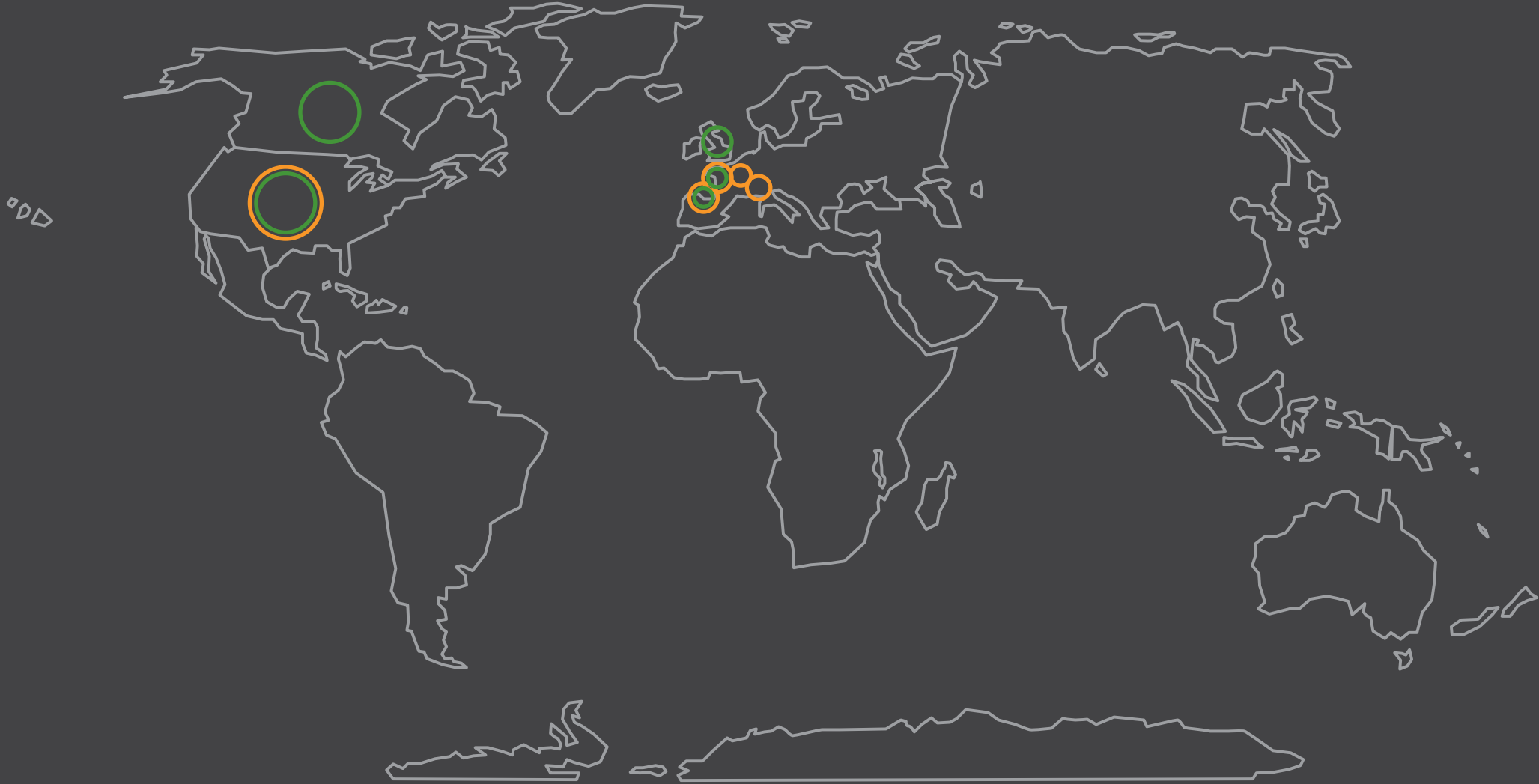
1 of 12

Breweries to watch

Draft Magazine named us one of 12 breweries to watch in 2011.



# Where Our Hops And Grains Come



● Hops: Czech Republic, France, Germany, Slovenia, USA

● Grains: Canada, France, Germany, UK, USA

# Equity

**Goals:**  
10% profits to local charities

Employee profit sharing

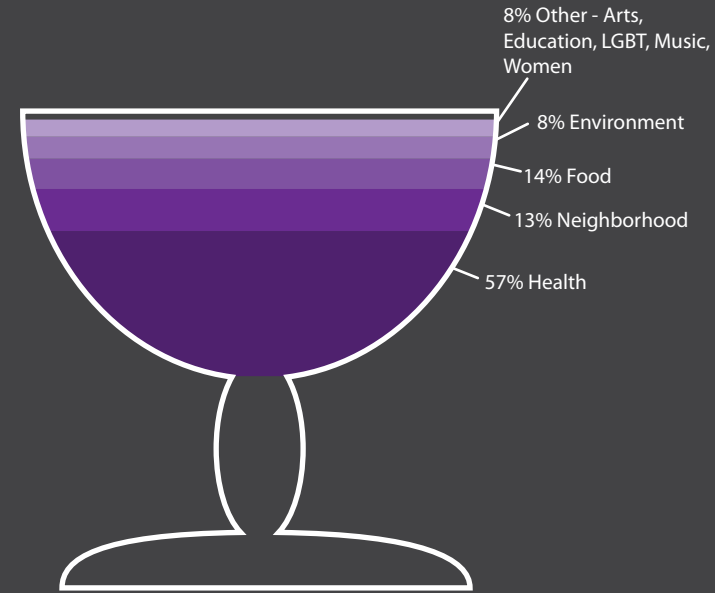
Limit exposure to toxins



# 12.5%

## Percent of profits donated

In cash or kind we donated 12.5% of our profits, exceeding our goal of 10%.



# \$500

## Donated to neighborhood association

Donated \$1 of every ticket we sold at our grand opening to the East Hills Neighborhood Association. The \$500 we donated was earmarked for the Cherry Park improvements.

# 320

## Jars of peanut butter, enough to make 5400 sandwiches

At our One Year Anniversary celebration we held a raffle where patrons got one ticket for every jar of peanut butter they brought in. We raised 320 jars to benefit [The Food Bank](#), a Grand Rapids nonprofit that provides Sack Suppers to kids in need throughout the area.



# Equity

# 103

## Rewarded resident recyclers

is a program of the City of Grand Rapids and Local First. We are excited to support this innovative program. In 2011 we donated three different awards; 67 free beer samplers with the purchase of an appetizer or entree, 35 free beer tours, and 1 grand award that allowed the winner to help create a beer, name it, and celebrate its debut with a group of friends.



mygrcitypoints  
★.com

# 4 hours

## Volunteer Wage program

Volunteering is vital to a strong community. To encourage our employees to explore their charitable interests, we offer to pay them their wage to volunteer up to 4 hours per year.

# 3 flavors

## Snow cones given out

With the heat of summer causing everyone to go slightly crazy, we thought it would be fun to offer free snow cones to our patrons and neighbors. Chef Drew whipped up three fantastic flavors and we handed out snow cones for an afternoon.



# Environment

Goals:  
Zero waste

Water to beer ratio of 3:1

10% on-site renewable energy generation

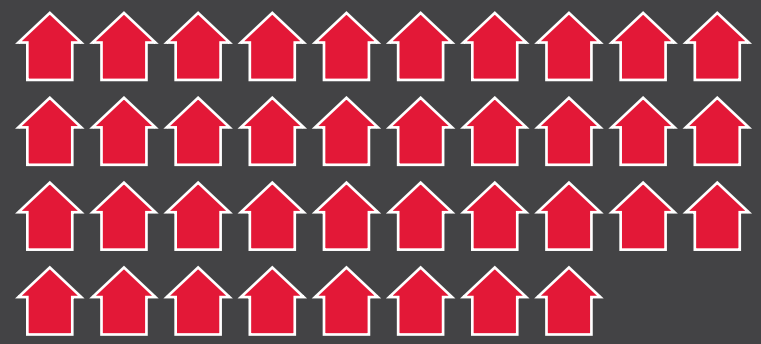
Follow green building principles



# 38 homes

## Energy offset

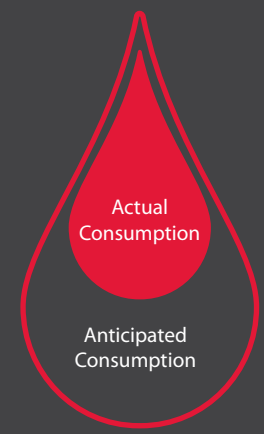
We purchased 893,000 kWh of renewable energy credits to cover our electricity use for at least our first 2 years in operation. This is equivalent of offsetting carbon dioxide emissions for 87 cars, 1,033 barrels of oil, or the yearly energy use of over 38 homes.



# 40%

## Water reduction over the year

The brewpub reduced the anticipated yearly water consumption from 125,400 gallons to 74,900 gallons per year. That means more beer for you!



# 667 cu. ft.

## Total amount recycled

We participate in the City of Grand Rapids recycling program which collects all numbered plastic containers, metals, paper & cardboard and glass. We consider ourselves lucky to be located in a municipality with such a broad program that they offer for the small price of the collection bins.

# Environment

## 37 trips

### Cruises around the mitten on our used fryer oil

We donate our used fryer oil to a local guy that converts it to biodiesel. He could drive around the coast of the lower peninsula over 37 times thanks to the amount of frites we sell.



## \$4,000

### Savings over the year

With help from the Consumer's Energy Smart Street Pilot program, we reduced our utility costs by 6.67% saving us \$4000/year. This program also made us more aware of our peak energy usage which led to changes in our manufacturing schedule.

## 23.4

### Tons diverted from the waste stream

We diverted 23.4 tons of waste from the waste stream by composting all of our excess organic matter which equates to over two garbage trucks. Our waste organic matter breaks down into a rich compost that is sold by our organic waste handler SORT by Spurt to local farms, contractors and gardeners.

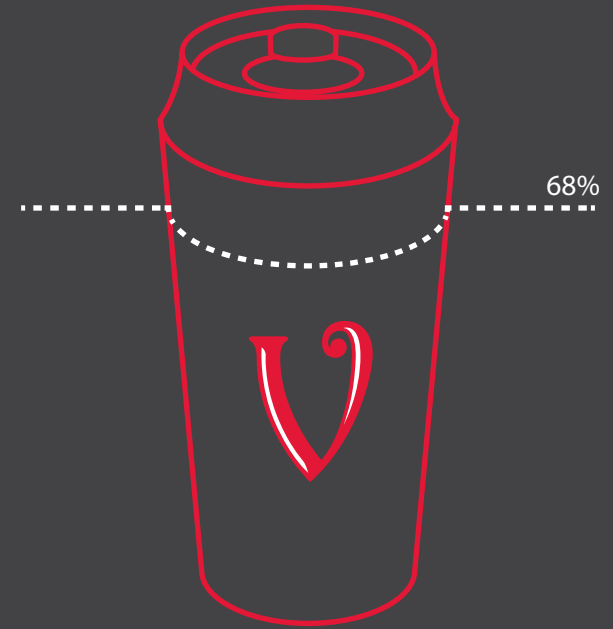


# Environment

# 68%

## Recycled material in a beer can

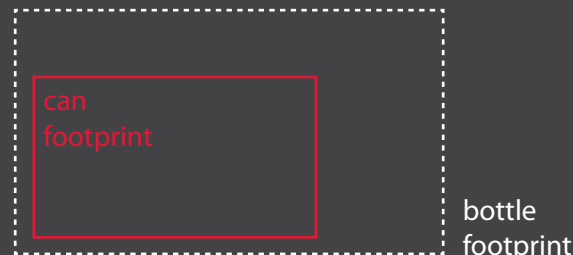
A typical beer can contains 68% recycled material, the highest of any beverage container. The aluminum can is the only package that more than covers its recycling costs, helping to finance the collection and recycling of other materials such as glass and plastic.



# 62.5%

## Packaging footprint

We can stack 96 cases of cans on a pallet versus 60 with bottles on a pallet.



# 1 oz.

## Weight of one can of beer

An empty beer can weighs about 1 oz, while an empty beer bottle weighs about 6 oz making cans less costly on the environment to ship at all stages.



# Environment

# LEED®

## First commercial microbrewery in the USA to be LEED certified

We were awarded LEED Silver Certification (Leadership in Energy and Environmental Design) for our sustainably designed microbrewery and pub. The LEED green building certification program is the nationally accepted benchmark for the design, construction, and operation of green buildings. Some of the things we did that helped us achieve certification are:



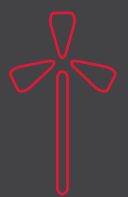
Locating our business in a walkable community



Capturing all of the rainwater runoff to prevent it from entering the waste water treatment system



Using low flow toilets and waterless urinals in our restrooms



Offsetting 100% of our electricity usage with renewable energy



Installing an energy efficient heating and cooling system and purchasing many energy efficient appliances



All of the trim, decking and substrates are FSC certified wood (Forest Stewardship Council)



# Environment

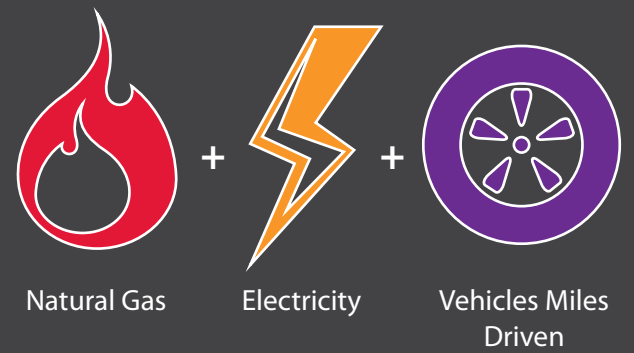
# 361.6

## Metric tonnes of CO2e

We produced 361.6 metric tonnes of CO2e (carbon dioxide equivalents) and offset all 205.9 metric tonnes of our electricity use.

This is made up of our natural gas usage (scope 1), electricity usage (scope 2) and employee miles traveled to and from events and sales calls (scope 1).

### Our carbon footprint is made up of...



# 53.5 %

## Over half of our staff lives within one mile of the brewery

Over three-quarters of our staff live within 3 miles of the brewery, making it rather easy for them to walk, bus, or ride their bike. All of which helps cut down CO2 emissions.

**53.5 %**  
live with in one mile



**79.1 %**  
live within three miles



# Education

## Goals:

Educate employees, customers and stakeholders about sustainability

## Sustainability 101 Courses

All employees must attend Sustainability 101. This class covers terminology and our sustainability goals, our progress towards them, and how each employee can make a positive impact at Vivant.

- **1. We compost all organic waste**
- **2. Our center tables are built from old barn wood and were made locally**
- **3. Our toilets are dual flush to decrease water usage**
- 

# 450

## Take our green brewery tour

This tour discusses our building history, building renovation and construction, our brew system, how we do what we do, our company size, canning vs bottling and our specialty brews. Over 450 individuals and groups from Chicago, Detroit, California, Canada, Germany, Belgium and China have taken the brewery tour.

# 43

## Number of books available for employees

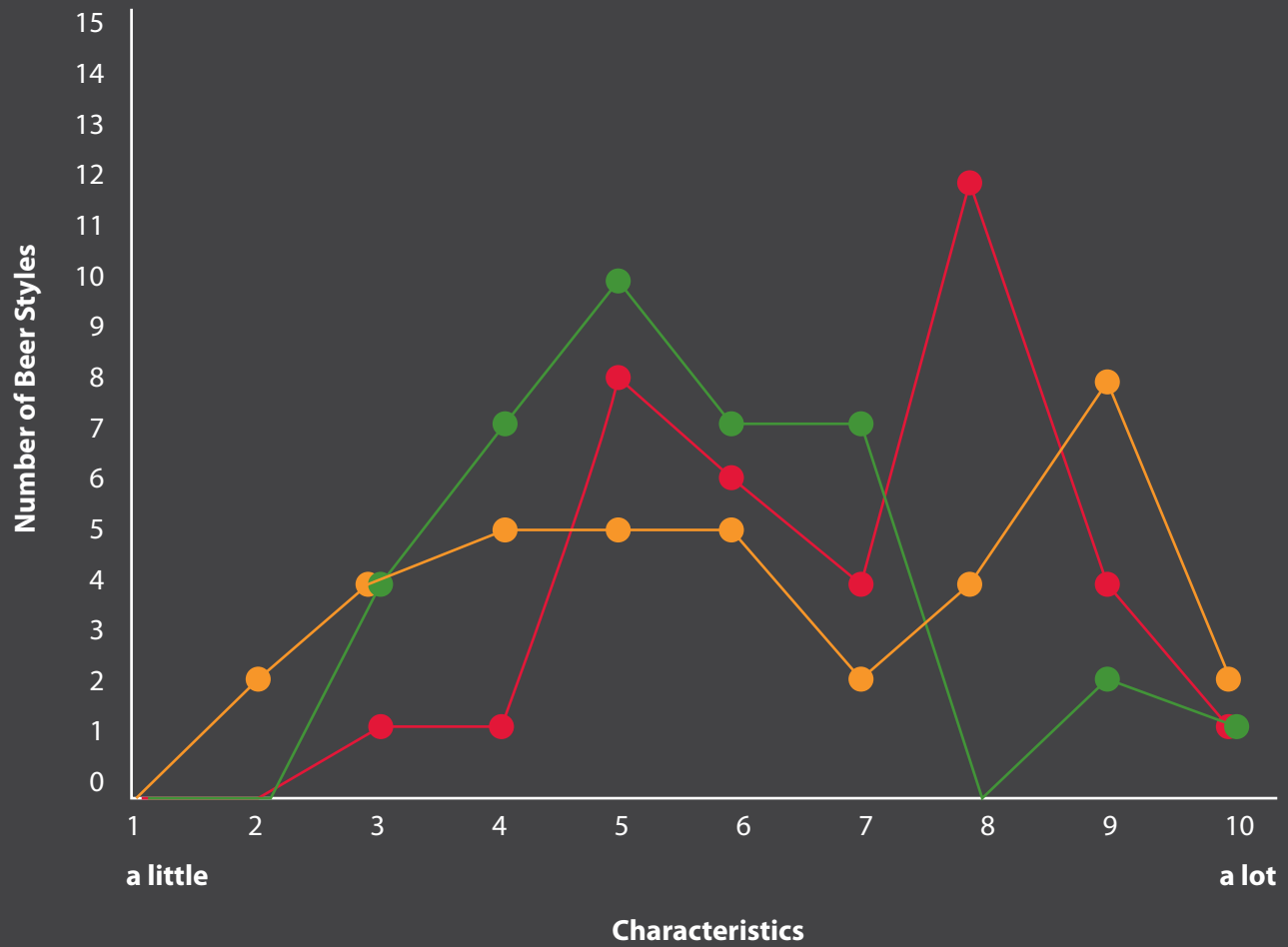
We have a library of books available to our staff to educate themselves on beer, food, business, sustainability, and personal development. We also hold volunteer classes on these topics for those interested in furthering their knowledge even more.



# Education

- Beers:**
- Abbey
  - Amarillo Gold
  - Amber Wheat
  - Apple Barrel
  - BA cherry Rye porter
  - BA Contemplation
  - Barrel Choc. Rasp Porter
  - Barrel Rasp Porter
  - Barrel Rye Porter
  - Barrel Zaison
  - Belgian Wit
  - Belgian Black
  - Big Red Coq
  - Brune
  - Brune barrel aged
  - Choc Stout
  - Contemplation
  - Farm Gris
  - Farmhand
  - French Fusion
  - Kludde
  - Lange Wapper
  - Oatmeal Stout
  - Quad
  - Rasp. porter wood age
  - Rye Porter
  - Sgt Pep barrel aged
  - Sgt Peppercorn
  - Solitude
  - Solitude barrel age
  - Sour #1
  - Sour #2
  - Triomphe
  - Triomphe barrel aged
  - Tripel
  - Zaison
  - Zaison wood

# Beer Breakdown



- color
- maltiness
- hopiness





We are proud of our progress towards our sustainability goals in our first year of business. You may have noticed that we didn't report on the status of all of our goals. This isn't because they aren't important to us, but rather that we either weren't able to measure our progress or we didn't have an impact on them. In year two we are spending more time educating our staff on our goals and how they can impact them and we are always looking for best practices from similar businesses to see what else we can be doing to improve. If you have any suggestions on how we can decrease our negative impact and increase our positive impact on the community, please let us know by sending an email to [sustainability@breweryvivant.com](mailto:sustainability@breweryvivant.com)

Cheers!



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Report and infographics by Christopher Hoyt, check out his work at  
Data collection by Kris Spaulding and Sara Sanders