

**PRESS RELEASE**  
**For Immediate Release**  
November 8th, 2011

**Media Contact**  
**Kris Spaulding**  
kris@breweryvivant.com

## **Brewery Vivant shows its commitment to operate sustainably, and offsets 100% percent of its electricity with renewable energy**

**Grand Rapids, Michigan** – Brewery Vivant, a new microbrewery and brasserie in the East Hills neighborhood of Grand Rapids, announced it has purchased enough Renewable Energy Credits to offset 100 percent of the company's electricity use in both the brewing facility and the pub for their first two years of operation, thru 2012.

The 893,000 kilowatt hours (kWh) of renewable energy credits (RECs) generated by renewable energy projects come from Boulder, Colo.-based Renewable Choice Energy. This is enough to offset CO<sub>2</sub> emissions for 87 cars, 1,033 barrels of oil, and the yearly energy use of over 38 homes.

In addition to its renewable energy commitment, Brewery Vivant's sustainability efforts include goals to:

- Generate zero waste
- Procure food and beer inputs locally
- Reduce employee exposure to harsh chemicals
- Follow green building principles, with the goal of Silver LEED Certification
- Donate 10% of profits to local charity

"Our goals are to have a positive impact on our local community, be great stewards of the environment, create a successful business that employs local people, and help revive a neighborhood" commented owner Jason Spaulding. "We are excited to show our support for renewable energy through purchasing these RECs," added owner Kris Spaulding.

### **How Renewable Energy Credit (RECs) Work**

Renewable energy facilities generate [renewable energy credits \(RECs\)](#) when they produce electricity. Purchasing these credits is a widely accepted way to address the environmental footprint of your electricity consumption. Purchasing RECs at the same quantity as your electricity consumption guarantees that the energy you use is added to the power grid from a renewable energy facility and supports the further development of these projects. Renewable Choice RECs are third-party certified by Green-e Energy. More at <http://www.renewablechoice.com/business-about-renewable-energy.html>

### **Renewable Choice Energy**

Renewable Choice Energy (<http://www.renewablechoice.com>) is a leading national provider of [renewable energy credits \(RECs\)](#) and [verified emission reductions \(VERs\) \(carbon offsets\)](#) to hundreds of Fortune 500 Companies and small businesses, thousands of residential customers, and over [1000 LEED green building projects](#) in the U.S. Founded in 2001, Boulder-Colo.-based Renewable Choice and its clients have received prestigious awards from the EPA and DOE for supporting and expanding the renewable energy market and have been featured in hundreds of [media](#) outlets including The New York Times, Wall Street Journal, CNN, USA TODAY, and more. <http://www.renewablechoice.com/business>

###

**Brewery Vivant** 925 Cherry St. SE  
Grand Rapids, MI 49506

More info can be found at [www.breweryviant.com](http://www.breweryviant.com), or on our Facebook page.