

**BROAD LEAF  
BREWERY + SPIRITS**



# Beer the Change®

## 2022 Sustainability Report For Brewery Vivant and Broad Leaf Brewery + Spirits

The title of our report is our 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.



Cheers!

*Jason & Kris Oliver Siena*

Jason, Kris, Oliver, and Siena Spaulding  
Owners & Founders

Here is an update on how we are doing towards our DEIJA Strategy for the areas that aren't already discussed elsewhere in this report.

**Hiring process - our teams are representative of the community we live in**

- We are posting jobs through BetterTeam which hits multiple job boards. We haven't connected in to a community job posting board but have been looking for one.

**Continued dialogue and training for staff including using inclusive language and actions**

- Dwelling Place offered a History of Grand Rapids class for our team where we learned about segregation in our city as well as affordable housing.

- All new employees take a Sustainability class which includes a discussion on our DEIJA strategy and goals, unconscious bias and our values.

**Marketing/advertising - our guests are representative of the community we live in**

- Our benefit beer labels all include a QR code pointing to the organization's website where consumers can learn more about their mission.

# DEIJA Strategy Update

## Continued Dialogue

## Marketing Integration

## Suppliers

Our company uses its resources to source from suppliers that are local with an emphasis on those owned by underrepresented persons such as women and POC

- This is an area that we need to focus more attention on as opportunities arise for new supplier relationships.

## Advocate

Our company uses its voice to advocate for equity and justice within regulations, policies, and other structural barriers

- Throughout 2022 we signed onto letters to:
  - Michigan lawmakers advocating for transportation electrification
  - Federal lawmakers asking for bold action on climate change
  - The Supreme Court regarding a case that could put the Clean Water Act in jeopardy
  - Governor Whitmer in support of the MI Healthy Climate Plan
  - We participated in a regional round table for the EPA focused on the definition of Waters of the United States (WOTUS) in the Clean Water Act.

## Policy Creation

## Industry Leadership

We believe it's important to share our values with others in our industry and have a voice in the decisions being made that impact our breweries, our staff and our guests. In 2022 members of our leadership team participated in industry organizations at all levels.

Vivant brewer Ciaran joined the Michigan Brewers Guild DEI committee as a co-chair and is working with other breweries throughout the state to create a more inclusive and welcoming environment for guests and team members at all Michigan breweries. Ciaran is also a mentor for the Brewers Association mentorship program which pairs seasoned brewery employees with individuals experiencing barriers to access or advancement in the industry.

Owners Kris and Jason hold spots on essential brewery organizations as well.

Kris was re-elected as a Brewpub representative to the Brewers Association board of directors where she serves on the Governance committee and co-chairs the Technical and Brewpubs committees.

Jason is in his second year of a 3-year term on the Michigan Brewers Guild board of directors where he serves as the board's secretary.

## Strategy

### Brewer's Association Michigan Brewer's Guild



## Partner Beers

GRRRRR.....  
.....RRROCK!

GRRROCK!



Broad Leaf teamed up with Girls Rock! Grand Rapids in May and created Girls Rock!, a Nordic IPA. The release of the beer included an evening of live music by three bands associated with the music program run by the non-profit Grandville Avenue Arts & Humanities. GRGR is a local rock camp that teaches girls and queer youth how to express themselves through music and how to appreciate their self worth as artists in the process. GRGR is a local chapter of an international organization called the Girls Rock Camp Alliance that holds camps in hundreds of countries. Our donation was \$798 for this beer.

You can donate  
directly here



## Black is Beautiful

In November, Broad Leaf released the beer Black Is Beautiful, a chocolate, cherry, coffee stout. This beer was a three-way collaboration with San Antonio, TX based Weathered Souls Brewing Company and Grand Rapids' Black Calder Brewing Company. The beer is named for the social justice initiative, Black Is Beautiful, founded by Weathered Souls co-founder Marcus Baskerville. Proceeds in the amount of \$1598 from our version benefited Realism Is Loyalty, a Grand Rapids nonprofit organization whose goal is to provide support and mentorship to at-risk youth in and around the city's core.

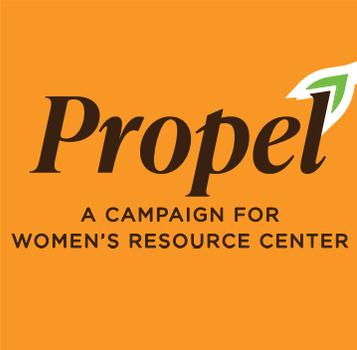




## Partner Beers.



### Propel Stout



SCAN THIS QR CODE TO FIND OUT MORE AND TO DONATE TO THE PROPEL CAMPAIGN.

In May Vivant released a Chocolate Stout in collaboration with Women's Resource Center (WRC). WRC assists hundreds of local women every year, providing them with the skills and resources they need to thrive in the workforce. The organization has seen an increased demand for services since the pandemic began and has been recently increasing programming for formerly incarcerated women seeking reentry into the job market. We donated \$1750 to WRC with your help



SCAN THIS CODE TO LEARN MORE

### 12-year Anniversary Saison



To celebrate our 12th anniversary in December, Vivant partnered with the Gear Library's Thrive Outside program and brewed a special Anniversary Saison. The organization's mission is to find equitable access to everyone for having fun in outdoor spaces. They do this by providing free outdoor gear rentals for everything from sledding & snowshoeing, to hammocking & yard games..



# Big Wins!

## 37.7% Voluntary Employee Turnover Rate

We had a 37.7% voluntary turnover rate which is just below our lifetime average rate of 39.1%. This compares to an industry average of 72%. Keeping staff is a big win!

## Lange Wapper is a Winner

Lange Wapper was awarded the gold medal at the Best of Craft Beer Awards out of Oregon as well as the silver medal at the international World Beer Cup both in the Rare and Historical beer category. This beer is styled as an Uytzet which is a 19th century farmhouse style ale from The Netherlands and Belgium. The end result has a light spiciness from use of buckwheat and unmalted wheat, and the color is deep from an extra long boil.

## Lange Wapper



## High Spirits



## Broad Leaf Spirits!

Throughout 2022 our team focused on building up our spirits program. We were awarded a silver medal for our 9 botanical Gin by the American Distilling Institute and also launched our Undead Spirits line made from beer left over from the pandemic. We distilled this otherwise "dead beer" into a neutral spirit and offer several different flavors in hand painted skull bottles. We also added rum to our offering allowing us to explore even more hand crafted cocktails.

## Pay Ratio

The high to low pay ratio measures the extent to which a business maintains equity in pay among its highest- and lowest-earning employees. Income equity is an indicator that wealth is distributed throughout the business so that as a business excels, all of its employees reap the benefits. This measure along with our commitment to pay a living wage ensure that our team members are paid fairly for the work that they do.

# High to Low Pay Ratio less than 2:1



**LandConservancy**  
OF WEST MICHIGAN

## Volunteering!

In 2022 we had 18 team members volunteer for a total of 47 hours. Our partner organizations were Blandford Nature Center, West Michigan Land Conservancy, Kids Food Basket, and Friends of Grand Rapids Parks.

## Local Makers Featured

Throughout the year, Broad Leaf Kentwood and Vivant hosted 9 artist bazaars with dozens of different local vendors. We are excited to continue to provide a safe and welcoming space for both first-time vendors, and seasoned market professionals at all 3 of our locations.

# Artist Markets

# Emergent Malt



## Local Supplier Highlight

For the last few years our brewers have sourced their raw wheat from Emergent Malt, a West Michigan based malt house & milling company. They intentionally source all of their grains from Michigan farmers and take pride in making pure Michigan products. After harvest they clean, store, malt and handle any custom milling / added value processing needed. They love what they do, and are passionate about supplying Michigan grown grains to local breweries and distilleries.

## Local Supplier Highlight

All of our pubs source their mushrooms from Pebble Creek Produce, a local family-owned gourmet mushroom farm that sells exclusively to the best restaurants in West Michigan. Their small team grows mushrooms based on the use of their own grown spores produced in their laboratory. The grow blocks are then donated to local farmers to use as an extremely high valued compost.

## Pebble Creek



**A NEW  
TAPROOM!**  
**BROAD LEAF  
WEST SIDE**

## Broad Leaf Westside!

In November we opened our second Broad Leaf location, Broad Leaf Westside! This pub is located on Bridge Street in downtown Grand Rapids and has an amazing patio. Our Westside pub continues the from-scratch street food theme at our Kentwood location but with a mix of southern cooking and Asian inspired cuisine.

# Summary

Here is a summary of how we are doing towards all of our goals and other key sustainability statistics.

## 75% OF ALL PURCHASES FROM MICHIGAN

2022	2021
65.7%	79.1%

## 50% OF FOOD FROM MICHIGAN Brewery Vivant Broad Leaf Kentwood/Westside

44.2%	51.8%
30.6% / 48.2%	38% (KW)

## 25% OF BEER INPUTS FROM MICHIGAN

7.4%	12.6%
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## 1% OF SALES TO LOCAL CHARITIES

0.9%	1.1%
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## EMPLOYEE VOLUNTEER HOURS

47	66.5
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## ZERO SAFETY INCIDENTS

4	3
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## ZERO WASTE TO LANDFILL\*

		2022	2021
Vivant	Recycling (lbs)	24,820	34,200
	Compost (cu ft)	5,616	5,377
	Trash (cu ft)	2,808	2,808
	Cattle Feed (lbs)	199,483	265,638
Broad Leaf	Recycling (lbs)	10,929	7,499
	Compost (cu ft)	2,345	2,345
	Trash (cu ft)	4,212	4,212
Overall % of waste by pounds going to the incinerator		3.3%	3.1%

# Summary

## **WATER TO BEER 3:1** **2022**      **2021**

	Ratio	2022	2021
		N/A	N/A
Vivant Water usage (MM gallons)		1.01	1.25
Broad Leaf/Warehouse Water Usage (MM gallons)		0.48	0.44

## **10% ONSITE RENEWABLE ELECTRICITY** **2022**      **2021**

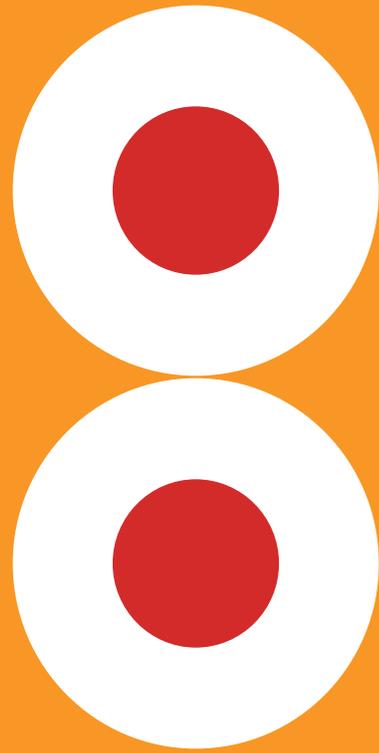
	Percentage of Total	6.1%	7.6%
	Percentage of Cherry St.	10.4%	12.5%

## **Carbon Footprint (Metric Tons CO2e)** **2022**      **2021**

### **Our goal is to reduce our carbon footprint intensity each year**

Total Scope 1		244	244
	Natural Gas - Brewery Vivant	130.4	135.1
	Natural Gas - Broad Leaf Kentwood/Westside	90.8 / 12.3	73.5 (KW)
	Company Owned Vehichles	15.2	12.3
	Purchased CO2	18.8	18.4
	CO2 from Fermentation	3.9	4.7
Total Scope 2		389.9	340.3
	Electric - Brewery Vivant	218.9	193.9
	Electric - Broad Leaf Kentwood/Westside	163.4 / 7.6	146.4 (KW)
Total Scope 3		87.2	87.2
	Employee Car Travel	1.6	3.0
	Employee Air Travel	0.9	1.5
	Burger Beef	92.4	82.8
Total Emissions		756.1	671.5
Offsets		58.5	51
Total Emissions with Green E		697.6	620.5
CO2 Intensity \$ (CO2/Revenues)		0.00017	0.00017
CO2 Intensity BBLa (CO2/BBLs Produced)		0.22	0.17

We welcome any questions or feedback in regards to our Beer the Change report or our sustainability program and strategy. Please email us at: [info@breweryvivant.com](mailto:info@breweryvivant.com)



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Corporation



**GREAT LAKES**  
BUSINESS NETWORK

