



Vivant Brewery



BROAD LEAF
BREWERY + SPIRITS



BEER
THE

CHANGE

Beer the Change®

2023 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 Goal:

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.

Training Goal:

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

- Our Management team took part in an Unconscious Bias training in March of 2023.

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

Marketing/Advertising Goal:

Our guests are representative of the community we live in.

Our benefit partners are representative of the community we live in.

- Our benefit partners are representative of the community we live in.

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

DEIJA Strategy Update

Continued Dialogue

Marketing Integration

Advocate

Our company uses its voice to advocate for equity and justice within regulations, policies, and other structural barriers- Throughout 2023 we signed onto letters to:

- 100% clean energy in Michigan
- New carbon pollution standards via EPA

Leadership

Industry Leadership

In 2023 members of our leadership team participated in industry organizations at all levels.

Vivant brewer Ciaran remains on 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.

Brewers Association Michigan Brewers Guild



Owners Kris and Jason hold spots on essential brewery organizations as well. Kris remains a Brewpub representative to the Brewers Association board of directors where she serves on the Governance, Technical and Brewpubs committees and co-chairs the Human Resources committee. Jason served his third of a 3-year term on the Michigan Brewers Guild board of directors where he serves as the board's secretary.

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.

B-Corp ReCertification

In February we were recertified as a B Corporation. B Corp Certification is a designation that a business is meeting high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to supply chain practices and input materials. In order to achieve certification, a company must:

- * Demonstrate high social and environmental performance by achieving a B Impact Assessment score of 80 or above and passing our risk review. Multinational corporations must also meet baseline requirement standards.
- * Make a legal commitment by changing their corporate governance structure to be accountable to all stakeholders, not just shareholders, and achieve benefit corporation status if available in their jurisdiction.
- * Exhibit transparency by allowing information about their performance measured against B Lab's standards to be publicly available on their B Corp profile on B Lab's website.

Certified



Corporation®

B-Corp Biz

Partner Beers

Possum Planet



SCAN TO DONATE

Possum Planet Porter was our benefit beer for the Wildlife Rehab Center. WRC has served the Grand Rapids community for 30+ years as a reliable resource for injured and orphaned wildlife. Since their founding, they have grown to rescue over 4000 animals a year. We loved having one of their rescues join us at Broad Leaf for the launch of the beer!

SUPPORT THE DIATRIBE



It's Giving

It's Giving was a collaboration beer with The Diatribe who "uses restorative art to disrupt historical systems of oppression by reimagining education, holistically honoring the community through our approach to our work and creating an unapologetic vision for liberation that is accessible to all." The launch party for this beer was exceptional and featured local musicians Bedrock. Artwork for the can label was done by local artist Esan Sommersell.



Partner Beers

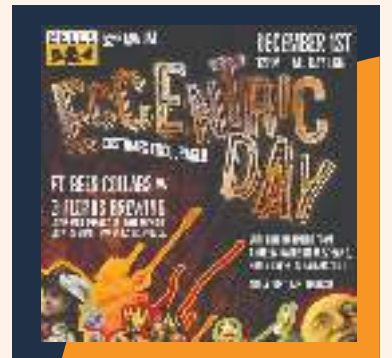
Barrier Smasher!

In 2023, we brewed a collaborative batch of hoppy brown ale with the Pink Boots Hop Blend from Yakima Chief Hops and we named it Barrier Smasher, acknowledging all the hurdles that women and non-binary people have faced to succeed in the craft beer industry. This collaboration with the West Michigan Chapter of Pink Boots Society raised funds for not only our local chapter, but the national organization as well, which provides educational scholarships to members around the world. Pink Boots Society aims to assist, inspire, and encourage women and non-binary individuals in the fermented beverage industry to advance their careers through education and has done so since the organization was founded in 2007. Any woman or non-binary individual who works in or has retired from the fermented or alcoholic beverage industry is welcome to be a part of Pink Boots Society, with local chapters hosting brew days, tours of production facilities, casual meet-ups for networking and educational presentations. Our brewer, Ciaran, has been a proud member of Pink Boots Society for two years and encourages any women or non-binary servers, brewers, packaging experts, retail specialist, etc. to join as well!



Bell's Eccentric Day!

For Bell's 32nd annual Eccentric Day, Broad Leaf and Vivant teamed up with Bell's Brewery to create a pineapple and kiwi saison. Not only was this collab a fun and tasty one, it also resulted in Bell's making a \$2500 donation to a charity of our choice. We chose our long-time partner Women's Resource Center.



WOMEN'S RESOURCE CENTER

Partner Beers.

Maui Brewing Co. Kōkua Relief Beer



The wildfires in Maui were devastating for residents who lost their homes and for many, their source of income in that tourist-driven economy. To offer our support we participated in the Kōkua Project which was "one beer, brewed by many, to support our Maui 'Ohana who have been affected by this tragedy." Our donation of \$2000 was thanks to our guests who came out to try the beer.

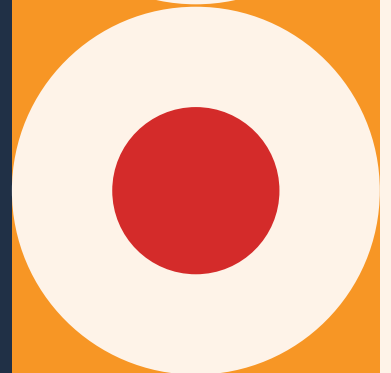


Scan to Donate to
Red Project



Encouraging Stout

To celebrate Vivant's 13th anniversary we partnered with The Grand Rapids Red Project. They are dedicated to improving health, reducing harm, and preventing HIV. Since 1998, they have served the state of Michigan by providing people with access to the tools, information, resources, and support that one needs to stay healthy. They are also advocates - they work to improve the lives of our participants by encouraging legislative change, and to challenge stigma and social norms. They maintain a focus on empowering individuals to make any positive change, as they define it for themselves, in their own lives, and their communities.



Employee Retention

49.4% Voluntary Employee Turnover Rate

Our turnover rate in 2023 was higher than our average of 39.5% but still less than the industry average of 80.2% (as calculated by POS system Toast).

Barrel-Aged, Frikin, and Farmhouse Fest

We hosted a brand new festival last fall. Our first parking lot fest since Covid. We thought it was important for this fest to feel like a coming together of community to celebrate beer, food, and each other. BFF Fest 2023 was happy to have food from local stars Basalt and Pizza MI as well as featuring fest art by local artist Marissa Edwards!



Santa Parade!

In November we participated in the Grand Rapids Santa Parade with a float. Our Christmas Tree and Elf brought a lot of smiles to the children watching the parade and the rest of us enjoyed handing out treats to everyone.

PickleBall!

In late 2023 Broad Leaf Kentwood opened up two new courts for Pickleball. Not only is pickleball a fun and healthy sport, but it has also acted as a catalyst for further community development. We've hosted various groups in the space including our pals Grand Raggedy Roller Derby. We also worked with KiwiLabs Pickleball, a local pickleball gear company, to design some awesome paddles and merchandise!



Volunteering!

Our team members volunteered 73 hours with our community partners including Blandford Nature Center, Friends of GR Parks, West Michigan Red Project, WellHouse and Land Conservancy of West Michigan. We had 18 team members participate.

Local Makers Featured

In 2023, Broad Leaf and Vivant taprooms hosted a combined 13 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 of our locations.

Artist Markets

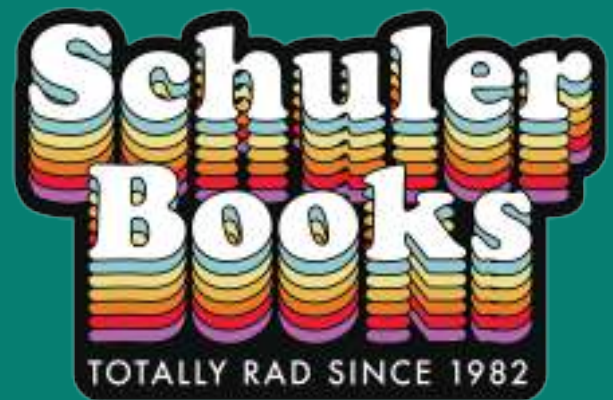


Community Conversation

In January we hosted Dwelling Place for Drinks & Dwellings. This was an affordable housing discussion focused on actions and education that attendees can take. It was a lively and important discussion in this time where affordable housing is becoming scarce!

Schuler Books

We continued our partnership with Schuler Books in 2024 with the help of their amazing staff and their leadership team Amy and Elizabeth. Our book fairs have gained a huge following, with guests knocking down the doors to support our themed adult book fairs held throughout the year. The Beer & Books Club continues to grow in numbers and depth of discussion as we dive even further into challenging and exciting literature.



Public Thread

In collaboration with our largest supplier Gordon Food Service, we donated \$1000 to Public Thread to support their new nonprofit status. Public Thread is a circular design and manufacturing innovation lab. They are working to divert post-industrial textile waste from going to landfill and keep the material in use through circular design, supporting creativity, growing living wage jobs and assisting with bringing more living wage cut & sew industry to West Michigan and the Midwest U.S.



Supporting our Public Schools

In March we were honored to host new teachers from Kentwood Public Schools and in June we hosted the teachers and staff from Vivant's neighbor school Congress Elementary. We love hosting our school friends to show our appreciation for all of the hard work they do every day working with the future leaders of our community.



Outdoor Discovery Center

In May we were excited to bring back The Outdoor Discovery Center and their fine feathered friends. As a thank you we donated a portion of proceeds from the day's sales. The ODC Network strives to advance outdoor education and conservation in West Michigan. Since 2000, ODC Network has served more than 1.3 million people through hands-on, outdoor learning experiences and conserved thousands of acres of native habitat through restoration and preservation projects.

Engaging with Community

In 2023 we were excited to sponsor the events of so many organizations that we have partnered with over the years and some new ones too. Those include: Local First Annual Meeting, West Michigan Pride Center Pride Fest, ICCF Houses to Homes Gala, WMCAT iBall, Women's Resource Center Wine, Women & Chocolate, USGBC West Michigan Energy Summit, Geological Society of America conference, Camp Blodgett Annual Fundraiser, Site:Lab, WMSBF Annual Meeting, Code for Good.

Event Sponsorships

Summary

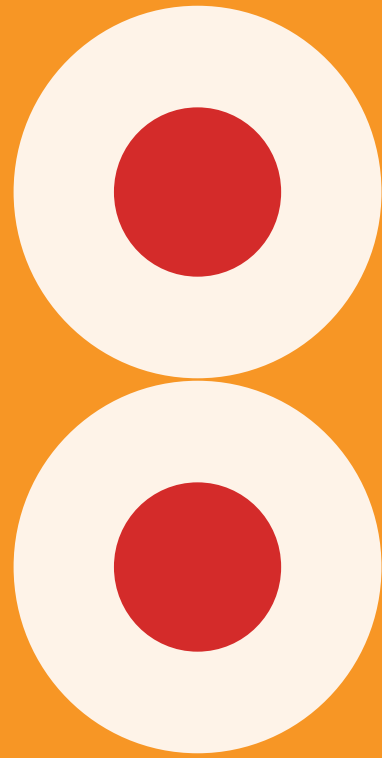
Here is a summary of how we are doing towards all of our goals and other key sustainability statistics.

	2023	2022
75% OF ALL PURCHASES FROM MICHIGAN	66.1%	65.7%
50% OF FOOD FROM MICHIGAN		
Brewery Vivant	40.2%	44.2%
Broad Leaf Kentwood/Westside	29.6% / 36.5%	30.6% / 48.2%
25% OF BEER INPUTS FROM MICHIGAN	7.4%	7.4%
1% OF SALES TO LOCAL CHARITIES	0.9%	0.9%
EMPLOYEE VOLUNTEER HOURS	73	47
ZERO SAFETY INCIDENTS	5	4
ZERO WASTE TO LANDFILL*	2023	2022
Vivant		
Recycling (lbs)	22,437	24,820
Compost (cu ft)	5,616	5,616
Trash (cu ft)	2,808	2,808
Cattle Feed (lbs)	157,943	199,483
Broad Leaf		
Recycling (lbs)	3,390	10,929
Compost (cu ft)	2,808	2,808
Trash (cu ft)	4,212	4,212
Overall % of waste by pounds going to the incinerator	3.5%	3.2%

Summary

WATER TO BEER 3:1	2023	2022
Ratio	N/A	N/A
Vivant Water usage (MM gallons)	0.91	1.01
Broad Leaf/Warehouse Water Usage (MM gallons)	0.43	0.48
10% ONSITE RENEWABLE ELECTRICITY	2023	2022
Percentage of Total	3.8%	6.1%
Percentage of Cherry St.	6.8%	10.4%
Carbon Footprint (Metric Tons CO2e)	2023	2022
Our goal is to reduce our carbon footprint intensity each year		
Total Scope 1	249	271
Natural Gas - Brewery Vivant	102.1	130.4
Natural Gas - Broad Leaf Kentwood/Westside	75.4 / 37.6	90.8 / 12.3
Company Owned Vehichles	14.5	6.3
Purchased CO2	15.4	18.8
CO2 from Fermentation	3.9	3.9
Total Scope 2	388.2	389.9
Electric - Brewery Vivant	210.0	218.9
Electric - Broad Leaf Kentwood/Westside	138.2 / 40.0	163.4 / 7.6
Total Scope 3	88.6	94.9
Employee Car Travel	NA	1.6
Employee Air Travel	1.7	0.9
Burger Beef	86.9	92.4
Total Emissions	725.8	756.1
Offsets	58.2	58.5
Total Emissions with Green E	667.5	697.6
CO2 Intensity \$ (CO2/Revenues)	0.00015	0.00017
CO2 Intensity BBLa (CO2/BBLs Produced)	0.21	0.22

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



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GREAT LAKES
BUSINESS NETWORK

 **Local First**
support locally owned business