



# Beer the change®...

## **Brewery Vivant's 2018 Sustainability Report**

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.

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.



Certified



Corporation



March 17, 2019

We define "operating sustainably" as considering the impact of our decisions on the planet and people, not just company profit. When we are fully engaged in using these three lenses we ultimately make better decisions. In 2018 we had a great example of this as we continued our quest for a warehouse to purchase rather than rent. We finally found a building that met our physical and financial requirements. Though we are not pursuing LEED certification for this location, we built it out as though we were. The building is zoned for retail so we will be adding a second tasting room and calling it Broad Leaf Local Beer which will focus on different beer styles and have its own vibe from Vivant. This new location allows us to reach a new audience, building a community-focused and values-driven pub in an area surrounded by big box stores. You will read much more about that space next year as we incorporate it into this report.

A quick look at the summary page reveals that many of our metrics are headed in the wrong direction. One of our biggest challenges is the impact we have felt from the continued growth of the industry (now closing in on 8,000 breweries in the US!). Our intent has always been to stay small and keep our focus local - a second location was never in our business plan. However, we now welcome it as a way to take off some of the pressure of a crowded market and do our last bit of planned growth selling more of our beer directly to you in our home market of greater Grand Rapids.

Thank you for your continued support of our efforts. We strive to quietly lead by example and appreciate that you choose to support us with all of the options out there, it is something we do not take lightly. Our family is grateful. We invite you to join us at Brewery Vivant or Broad Leaf Local Beer when you need sustenance and a welcoming environment!

Cheers!

*Jason Kris Oliver & Siena*

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



SQUEEZE IN WITH THE SPAULDINGS

# Summary

For those of you with a short attention span, here is a summary of how we are doing towards all of our goals and other key sustainability statistics.

The *% Change* column shows the straight difference from 2017 to 2018.

The *Intensity Change* column shows the change normalized to account for our change in revenues.

	2018	2017	% Change	Intensity Change
<b>75% OF ALL PURCHASES FROM MICHIGAN</b>	61.4%	62.2%	0.9% ↓	
<b>50% OF FOOD FROM MICHIGAN</b>	47.0%	49.9%	2.9% ↓	
<b>25% OF BEER INPUTS FROM MICHIGAN</b>	17.3%	16.3%	1.0% ↑	
<b>1% OF SALES TO LOCAL CHARITIES</b>	1.1%	1.0%	0.1% ↑	
<b>350 EMPLOYEE VOLUNTEER HOURS</b>	447.5	421	6.3% ↑	
<b>ZERO SAFETY INCIDENTS</b>	0	3	-300% ↓	



# Summary

	2018	2017	% Change	Intensity Change
<b>ZERO WASTE TO LANDFILL</b>				
Recycling (lbs)	31,899	35,633	10.5% ↓	-7.1% ↓
Compost (lbs)	468,037	702,056	33.3% ↓	-30.8% ↓
Cattle Feed (lbs)	386,350	396,237	-2.5% ↓	1.2% ↑
Trash (lbs)	9,351	9,351	0.0%	3.8% ↑
<b>WATER TO BEER 3:1</b>				
Ratio	N/A	N/A		
Water Usage (million gallons)	1.96	1.69	16.2% ↑	11.7% ↑
<b>10% ONSITE RENEWABLE ELECTRICITY</b>				
	11.5%	11.8%		-0.3% ↓
<b>ANNUAL REDUCTION IN CARBON FOOTPRINT/SALES</b>				
Electricity (kwh)	596,368	517,915	15.1% ↑	19.5% ↑
Natural Gas (ccf)	38,592	39,488	-2.3% ↓	1.4% ↑
Carbon Footprint (co2e)	765.0	740.7	3.3% ↑	3.8% ↑
Carbon Footprint (co2e) with offsets	725.1	702.1	3.3% ↑	3.8% ↑





“SHIFTIES” LINED UP AT THE END OF THE NIGHT

# Salut!

/sa'loo/

French greeting and exclamation used to express friendly feelings towards one's companions before drinking. At Brewery Vivant, we champion living the *Bon Vivant* (good life) which includes good food, good drink, and good friends paired together to elevate the enjoyment of all. In 2018 this philosophy resonated with people in many ways.

# Top 50

## MI Companies to Watch

Michigan Celebrates Small Business (MCSB) is the most prestigious small business awards program in the state of Michigan. The mission of the program is to honor and recognize Michigan's small business people as well as those champions and advocates that support them. To think that 9 years in, we're still being recognized as a company dedicated to pushing quality and innovation is a great honor. We'll raise a Farm Hand to that!



# Winner!

## Farm Hand Good Food

As a brewery and business founded with an intentional commitment to our local agriculture, winning the national Good Food Awards for our flagship beer is truly an honor. Farm Hand is brewed with a significant amount of Michigan-grown wheat, good ol' Lake Michigan water, and for every Farm Hand you buy, we donate 1% of sales to our local charity partners (as a part of our company-wide 1% of sales charitable contribution). This award commends creativity as well as sustainable production methods that showcase the highest social and environmental standards.



# Salut!

# Business

## ...of the Year!

The West Michigan Environmental Action Council award champions businesses that hold environmental protection and sustainability as a strong value. In addition, these businesses have been consistent and significant partners with WMEAC around the implementation of events and/or initiatives that support environmental protection through advocacy or education. In 2018 Brewery Vivant supported WMEAC's Women and the Environment Symposium as well as an environmental film series.



### Award: Full Service Restaurant

The Michigan Ag Council is an organization of commodity groups and agribusinesses working together to raise awareness of food and agriculture today. As a brewery, we're particularly excited about helping to further diversify Michigan crops with the emerging hops and malting businesses.



### Revue: 10 Definitive WM Beers

West Michigan's arts & entertainment publication put together a list of the 10 most iconic beers in West Michigan and listed two Vivant favorites among them: Farm Hand & Big Red Coq. You know you're in West Michigan when you see these two on tap.



### Best of the West

Revue Magazine's reader's choice poll named Brewery Vivant

- #1 Best Desserts
- #2 Best Brewery, Service
- #2 Best Fruited Beer  
(Strawberry Rhubarb Sour)
- #2 Best Burger, Best Fries
- #3 Best Ambiance





# Salut!

One of our favorite things to do is support our current & former staff members that are working on their own projects and pursuing dreams. We'd like to toast these three Vivant family members who are building amazing, sustainable businesses in our community. Go check them out!

# Conscious

## Clothing Company

Former front-of-house maven, Maeve Young, is pursuing her passion as a fiber artist and craftsperson at Conscious Clothing based in Rockford, MI. Their focus is making sustainable, natural fiber womenswear and their values center around creating durable, workable garments for all kinds of bodies and seasons. Fashion can seem so disposable in the larger market, but Conscious Clothing recognizes that clothing should have a longevity that reflects the wearer's resilience in a world that expects infinite turnover. They consider customers as participants in a sustainable loop, rather than endpoints in the bottom line.



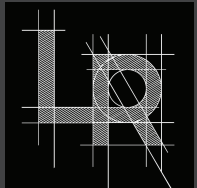
# L.A.M.



## Sustainable Jewlery

Artist and server Laurel Mills offers a kind smile tableside and nature-inspired jewlery at L.A.M. Her jewelry is influenced by the shapes, colors, and lines found in the woods and rural areas she has called home. Inspired by the Upper Peninsula of Michigan, the mountains of Northern California, and many places in-between, her work consists of handmade recycled precious metal & multi media wear made with integrity & love. She sources recycled metal and stones from local lapidary artists and by picking them up in her wanderings.

# Linear



## Chef Christopher Weimer

2018 saw the opening of former Executive Chef & GM here at the Pub, Christopher Weimer's Linear. Linear is about connecting the dots between our individual inspirations and unique visions to create a dining experience in a way that no one else is doing. Evolving and rotating with seasonal and local farm availability, the menu features items prepared with fresh, sustainable ingredients. Made from scratch, the cuisine is thoughtfully presented and amplifies the team's passion for life. We're excited to see (and taste) what comes out of this culinary venture!



# RELAXING AFTER SPENDING THE MORNING PLANTING POTATOES AT PLAINSONG FARM



# People

## Goals:

1% of sales to local charities

350 employee volunteer hours

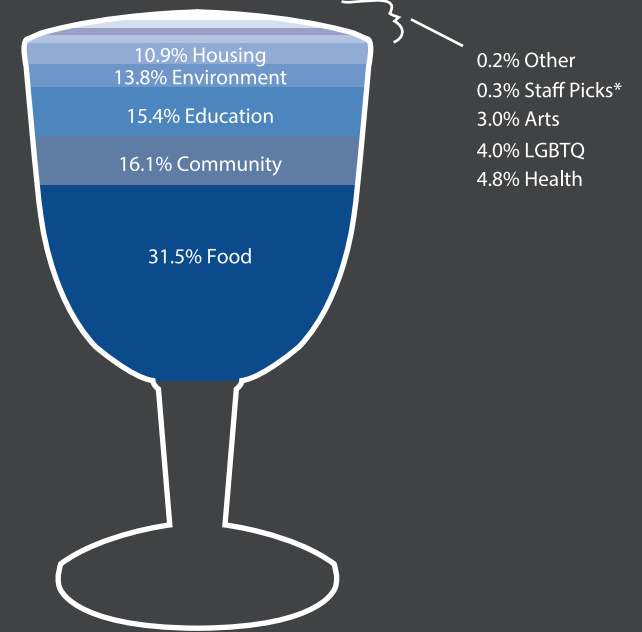
0 safety incidents



# 1.1

## Percent of sales donated

This year we exceeded our 1% goal! The majority of our giving continued to be cash donations although we supported many partners through in-kind donations like gift cards and merchandise as well as through beer sponsorships. We continued to focus our major giving on initiatives supporting food accessibility and education in West Michigan and we look forward to continuing that into the future.



\*We think it is important to support the causes our staff is passionate about even if they are outside of our usual criteria.

# 447.5!

## Volunteer Hours

Our staff kicked it into high gear this year and volunteered 447.5 hours with our community partners! We had 63 staff do activities including working on various farms, planting trees, assembling sack suppers, baking treats and working on houses and buildings.

# 0

## Safety incidents

Our goal is 0 safety incidents and we had 0 recordable instances where an employee had to seek medical attention. That is something to be proud of! Comparatively, the brewing and restaurant industry averages are 3.9 recordables per 100,000 hours worked (48 FTE's) and 1.5 recordables per 50 FTE's per year which is close to our size.

# People

## Benefit Nights at the Pub

We believe that a great business exists because of the support of the local community. Therefore, a business should be an active extension of the community and should strive to find meaningful ways to give back.

As a part of our charitable giving program, we invite a local non-profit organization to the pub for an evening and offer a monetary donation to the organization.



### 88.1 WYCE

WYCE is an independent, community radio station serving the communities of Grand Rapids and West Michigan with its on-air FM programming at 88.1 Mhz, and reaching out to the world through online streaming on the Internet.

### Camp Blodgett

Camp Blodgett empowers youth in West Michigan through educational and recreational experiences that promote social responsibility, encourage academic success, and support the development of healthy self-esteem.

### Friends of GR Parks

A community driven nonprofit with a mission to protect, enhance, and expand parks and public spaces in Grand Rapids.

### Grand Rapids Red Project

The Grand Rapids Red Project is a safe place that works to prevent HIV/AIDS, Hepatitis C, and accidental drug overdose, as well as provide health resources to those looking to make better health choices related to sexual activity and drug use.

### Land Conservancy of West Michigan

We work to keep nature nearby and help people protect, enjoy, and care for natural land in West Michigan.

### Outdoor Discovery Center

A 155 acre nature preserve located in Fillmore Township with a mission to Connect People, Land and Nature.

### Plainsong Farm

Begun by our very own bartender, Bethany Edwardson, Plainsong Farm is a Community Supported Agriculture (CSA) farm and non-profit ministry that has used only organic methods since its inception. Their 'Sow It Forward' program allows members of the community to donate a CSA share to a local food pantry partner, putting fresh, nutritious veggies into the hands of people who may otherwise not have access.

### River City Wild Ones

An environmental education and advocacy organization that promotes environmentally sound landscaping practices to preserve biodiversity through the preservation, restoration, and establishment of native plant communities.

### WellHouse

WellHouse provides safe, affordable housing to the Grand Rapids' homeless population by purchasing vacant, boarded-up houses and bringing them back to life.

### The Karns Family of Elk Brewing

Last Spring the GR brewing community organized to support a fellow brewer fighting his son's cancer-- particularly in the form of a monetary impact. Every month a different local brewery held a fundraiser for our brother in beer. With medical bills mounting and stress of navigating their new world, we wanted to try to ease some of the burden. Thankfully Elk's little stag responded well to the treatment and is in good health and spirits today.

# People

46.3

## Turnover Rate

Our overall turnover rate was 46.3% which is just under our average. Of that 40.3% was voluntary turnover. This compares to the national average for the restaurant industry of 72.1% for overall and 52.6% for voluntary (a brewing industry figure could not be found).

\$11.00

## Vivant Minimum Wage

Our minimum wage is above the 1 Adult Living Wage for Grand Rapids-Wyoming Metropolitan Area which was \$10.67 in 2018. Living wage is the estimated hourly wage for a 40-hour per week job required to support oneself given the local cost of living. This information is compiled in the MIT Living Wage Calculator.

161

## Stars

"You can beer the change..." is a program inspired by our company sustainability goals that encourages our staff to live a more sustainable lifestyle. There are 18 goals focused on their environmental impact, their social/community commitment, and their personal and financial health. At 8 and 15 "stars" they get a financial incentive. By the end of the year we had 19 staff participate and get a total of 161 stars.

134

## Points

We continued to have 6 teams competing for the most volunteer hours and stars over the year. This year's winning team was The Robot Dinosaurs which included Millie, Jodi, Andrew, Levi, Brian, Adam, Jared, Nikki, Rae, Mitch, and Ward. In addition to bragging rights they won gift cards to some local establishments to continue on their paths of building sustainable lifestyles.



# People

## 5 ft

### Bicycle Traffic Study

Brewer and Bike Ambassador, Josh Chilcote, served with the City of Grand Rapids Traffic Safety in a study to gather information about traffic patterns and interaction between vehicles and bicycles. The study equipped Josh's bike with a sensor to collect data on the passing distance between cars and bikes. The law in Grand Rapids is 5ft. "It was an opportunity to contribute to improving the safety of people riding." Josh says of volunteering, "I love to ride, and this was a way to give back to bicycling and to the community." As a business, we are a Gold certified Bicycle Friendly Business.



## Education

## 38

### Job Training

In 2018 we offered various classes to staff that were in addition to our new employee and continuing education courses. These included a training on how to properly use fire extinguishers, a personal finance class and a self defense class. We also had a number of staff and family that were working on their yoga teaching certification so they taught free yoga classes to staff and friends in our Walloon Room to gain confidence.

### Staff Surveys

Every spring we conduct an anonymous survey to check in with all of our staff. Our owners view it as their performance review from staff. The survey includes questions about job satisfaction, safety, benefits, sustainability and open ended questions about where we are and where we are headed. Of the 59% of our staff that took the survey, 97% of respondents were at least satisfied with their job and 82% were more than satisfied. This was a good improvement over 2017.



CHEERS TO FARMHOUSE BEERS!



# Planet

## Goals:

Zero waste

Water to beer ratio of 3:1

10% on-site renewable electricity

Annual reduction of our carbon footprint



# 1%

## Waste to incinerator

Compared to 2017, our overall waste to landfill percent increased from 0.8% to 1.0%. If we take spent grain out of the calculation, we went from 1.3% to 1.8% of our waste going to the incinerator. This may seem like we are headed in the wrong direction but the biggest change was that we decreased the number of pick-ups of our compost from 3 to 2 times a week to reduce that cost. We believe our team is just as good at sorting their waste as they have always been, we are just packing the dumpsters more densely.

# 31,899

## Lbs Total Recycled

Our overall recycling numbers went down in 2018 due mostly to the recycling of a large amount of unwanted metal goods in 2017 rather than reducing what we recycled in 2018. The number of pounds of latex gloves that our brewers and kitchen staff recycled went up from 511 to 852 as we fully incorporated that program into our daily operation.

	31,899	35,633
Recycling (lbs)		
	2018	2017
Spent Grain (lbs)		
	386,350	396,237
	2018	2017
Compost (lbs)		
	468,037	702,056
	2018	2017
Trash (lbs)		
	9,351	9,351
	2018	2017

# 11.6%

## Renewable Energy

We produced 55,670 kWh of electricity from the sun with our 192-panel solar array in 2018. This amounted to 11.5% of our overall electricity use and 11.9% of our usage at the Cherry Street location.



# Planet

An organizational carbon footprint measures the greenhouse gas emissions from all the activities across the organization, including energy used in buildings, industrial processes and company vehicles.



### Scope 1

Direct emissions that result from activities within your organization's control. This might include on-site fuel combustion, manufacturing and process emissions, refrigerant losses and company vehicles.



### Scope 2

Indirect emissions from any electricity, heat or steam you purchase and use. Although you're not directly in control of the emissions, by using the energy you are indirectly responsible for the release of CO2.



### Scope 3

Any other indirect emissions from sources outside your direct control. Examples of scope 3 emissions include employee commuting and business travel, outsourced transportation, waste disposal and water consumption.

Source: Carbon Trust



# 3.3%

## Increase in CO2 Footprint

Our carbon footprint went up a little this year. We saw decreases in our Scope 1 and Scope 3 related emissions but a 17% increase in our Scope 2. This increase is mostly attributed to our warehousing operations as we moved from a smaller rented facility to a larger rented facility. In addition to the facility being larger, it included a large cooler to keep our beer cool in storage which helps to maintain its quality and freshness. As we know for our LCA on Farm Hand, the energy used in refrigeration is one of the biggest impacts on the carbon footprint of a beer so this comes as no surprise.

Moving forward, we are continuing to keep our finished product refrigerated prior to going into distribution, but we are dialing up the temperature from a typical 38 degrees F to 42 degrees F which should lessen our environmental impact and cost while still keeping our product fresh.



### Total Scope 1

	Metric Tons CO2e
<b>Total Scope 1</b>	<b>249.2</b>
Brewery & Pub Natural Gas	198.3
Admin Office Natural Gas	4.2
Lake Eastbrook Natural Gas	7.7
Company Owned Vehicle 1	4.0
Company Owned Vehicle 2	1.3
Company Owned Vehicle 3	4.8
Company Owned Vehicle 4	2.0
CO2 from Fermentation	6.6
Purchased CO2	20.3



### Total Scope 2

<b>Total Scope 2</b>	<b>401.7</b>
Brewery & Pub Electric	299.7
Lake Eastbrook Electric	8.1
Off Site Warehouse Electric	2.8
Rented Warehouse Electric	83.6
Admin Office Electric	5.7
Wood Room Electric	1.8



### Total Scope 3

<b>Total Scope 3</b>	<b>114.1</b>
Employee Car Travel	8.82
Employee Air Travel	1.5
Burger Beef	103.8

**Total Emissions 765.0**

**Offsets 39.9**

Consumer's Energy 10% RPS Mandate 39.9

**Total Emissions w/Offsets 725.1**

# Planet

## 38%

### Staff living within one mile of the brewery

71% of our staff live within 5 miles of the brewery, making it easy for them to walk, bus, or ride their bike to work and cutting down on their CO2 emissions. Brewery Vivant is located in a walkable neighborhood: sidewalks, bike-share lanes, and several bus stops line East Hills. The Rapid (Grand Rapids bus services) offer 4 routes stopping within 2 blocks of the brewery.

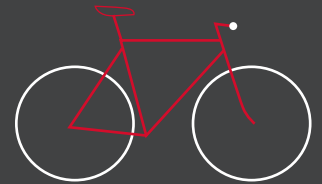
## 38 %

live with in one mile



## 71 %

live within five miles



## 7%

### Increase

We brewed 14% more beer this year as last, but used only 7% more water. This increases our company water footprint from 9.4 gallons of water per barrel to 10.2 gallons of water per barrel. We are still unable to calculate our brewery specific water footprint.

## 8,000

### Cans Saved

You bought 127,528 ounces of beer in growlers at Vivant, most often Hop Field. This is a 31% reduction from 2017 which we think may be because we have been canning more of our specialty beers. By choosing the reusable growler, you helped save almost 8000 cans!





**HOP RUBBING WITH MI LOCAL HOPS**

# Profit

## Goals:

75% of expenses within Michigan

50% of food inputs grown in Michigan

25% of beer inputs grown in Michigan



## Own vs Grown

Our goals around local purchasing are centered on two things. The "expenses" goals are intended to support locally owned businesses and impact every purchasing decision we make. The "inputs" goals support local agriculture and recognize the value in locally grown or harvested ingredients.

An example of this distinction is that we count the dollars we spend on the bread we purchase from local bakeries in our expenses goal, but since the flour is not from wheat grown and milled locally we do not count that bread as a local input.

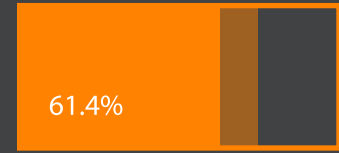
## Buying local: Regal Bison Company

Regal Bison Company is located just south of Grand Rapids and is dedicated to providing 100% quality grass fed bison using regenerative grazing. Our chefs have been impressed with the quality of this product and featured it on our winter menu as a housemade bison sausage. Bison has more iron, fewer calories and less fat than beef, pork, turkey, chicken, and salmon. Regal field harvests all of their bison for a stress free and humane harvest making their finished product superior!

## Goals:

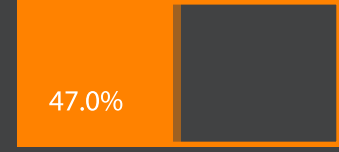
75% Expenses within Michigan

61.4%



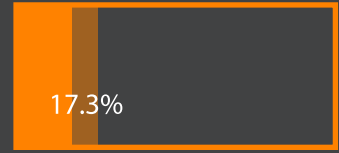
50% Food inputs grown in Michigan

47.0%



25% Beer inputs grown in Michigan

17.3%



# Profit

## 18.8

### Cows consumed

We sold 16,935 burgers in 2018. That equals 18.8 cows consumed by our patrons. This was actually about 2 cows less than 2017. Could it be that folks are broadening their horizons when it comes to comfort food? Our kitchen is constantly pushing boundaries of rustic French-countryside cuisine and happy to introduce folks to their next go-to meal. Still, the burger isn't going anywhere and we've got a steady supply of local, humanely raised beef through our partnership with Wernette Cattle Company in Remus, MI.

## 42.3

### Cows fed

Over the course of 2018, we gave away 386,350 pounds of spent grain to a local cattle farmer. At 25 pounds of grain eaten per cow per day, we fed 42.3 cows putting us well over "cow neutral".



### MI Local Hops

We source all four of our Hop Field hops from Michigan growers. MI Copper and Michigan-grown Centennial come from a 200 acre hop farm in Williamsburg, Michigan (about 6 miles east of Traverse City). MI Local Hops is dedicated to being a part of the movement to re-vitalize the rich heritage of Michigan grown hops. We are proud to be investors in this endeavor and to highlight Michigan terroir through beer!



# Profit

# 137

## Unique Beers Brewed

We brewed 137 unique and tasty styles of beer in 2018 - 10 more than 2017! We sold more Farm Hand pints than any other beer, followed by Hop Field and Big Red Coq. Those three are offered year-round for a reason! Citra hops were the most used variety this year, thanks to BRC.



6% of Pub pours are Farm Hand

A little more than one in four pints poured in distribution is Farm Hand (27%).



# \$40,722

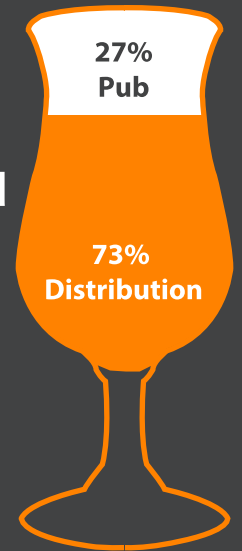
## Total savings for our Monks

Our monks are our best customers. These community members choose to invest in us with their loyalty and dollars, so they get a personalized chalice, discounts on every beer they purchase and special benefits throughout the year. The club opens its membership each December, while current monks get the opportunity to renew in November.

# 5,071

## Total barrels sold

We sold 1,374 barrels or 27% of our beer in the pub and 3,696 or 73% of our beer into distribution.



COME FIND US IN EAST HILLS



V. Brewery  
Vivant



**We would like to thank all of our amazing employees for taking our sustainability goals and programs seriously and working on them every day. We have made great strides this year and we are excited to see what next year brings!**

Active employees on December 31, 2018:  
 Rebeka Admea, Vanessa Aguilar, Courtney Allen, Kate Avery, Jules Bass, Jason Blahnik, Bernie Butgereit, Hope Byron, Josh Chilcote, Jaclyn Clark, Devon Cline, Ron Como, Millie Cox, Jacob Derylo, Jeff Duba, Ryan Engemann, Jon Fiegel, Sage Gabriel, Chris Heckman, Jodi Heiss, Chris Hoeksema, Allison Hoekstra, Kendra Hoffmeyer, Andrew Hopewell, Hannah Jablonski, Hanna Jeffers, Eli Justice, Levi Knoll, Adam Kochanski, Brian Kuszynski, Stephanie LaVigne, Adam LeClaire, Natalie Maloney, Zach Manning, Taylor Maurer, Holly Midcalf, Laurel Mills, Chris Mitus, Kristen Nunnelly, Kyle Nunnelly, Sam Ollie, Kellen Parr, Savannah Pond, Santos Puactecun, Jared Rader, Ryan Reichle, Hannah Safford, Kate Sartorius Derylo, Holly Seales, Noel Sexton, Nikki Shapow, Steven Showers, Kailey Smith, Chris "Bates" Stoffel, Raelene Struckmeyer, Michael Swanson, Mitchell VanDenBerg, Chris Vander Meer, Laura VanEngen, Jessica VanNetten, Katy VanTol, Katy Waltz, Jonathon Ward, Jesse Weinkauff, Lyndsey White, Evan Zandstra



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