



# Beer the change<sup>®</sup>...

## 2020 Sustainability Report For Brewery Vivant and Broad Leaf Local Beer

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 dark green in hopes you will avoid printing it. Please contact [sustainability@breweryvivant.com](mailto:sustainability@breweryvivant.com) for a printable version.

# Beering the Change in 2020

It's clear to anyone who made it through 2020 and is now reading this report that last year was... unprecedented. This report certainly reflects the chaotic and difficult year that it was.

We had many plans for 2020. Some were pushed to new time tables. Some were, quite amazingly, still realized. Some will never come to be. We feel supremely blessed that, thanks to all of our wonderful friends, families, and patrons, we are still here to tell this story -- and to make beer!

Our intent was to throw a big party last December to celebrate ten years in business. That didn't happen, but we did release a celebratory beer and that's always deserving of a round of applause. We hope you keep drinking and we'll plan a doozy of a party for 2021!

Cheers!

*Jason, Kris, Oliver & Siena*

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



# Safety in a Pandemic

We teamed up with a number of local establishments to create the Michigan Restaurant Promise which is a commitment to keep the safety of our guests and staff at the forefront of how we operate and to follow all of the required Covid-19 procedures. Hundreds of restaurants have since signed on helping to create a safer community for us all. [www.mirestaurantpromise.com](http://www.mirestaurantpromise.com)



We participated in the MIOSHA Ambassador Program which offers education and one-on-one guidance to help businesses understand regulations on workplace safety. The program uses an assessment and provides a toolkit of resources for additional ongoing support. We scored close to a perfect score in the assessment and are proud of it!

Justice.  
Equity.  
Diversity.  
Inclusion.

S:L #kysaidit



CHALLENGE  
PRIVILEGE

We have been collaborating with local art collective Site:Lab for many years now. This year that collaboration took a different form. We worked with Site:Lab and local poet Kyd Kane to release a beer called Challenge Privilege... a phrase of Kyd Kane's. Vivant's parking lot was also the venue for an incredible event called *Kyd Kane Poetry Presents: Challenge Privilege w/ Liquid Courage*. We encourage you to check out [www.kysaidit.com](http://www.kysaidit.com) to find out more.

Our owner Kris joined the DEI Committee of the Michigan Brewers Guild. It is comprised of members from the MBG that believe in the need for diversity, equity, and inclusion within the Craft Brewing Industry. The mission is to support the growth of a more diverse, equitable, and inclusive Michigan beer industry.



MIBEER.COM

Justice.  
Equity.  
Diversity.  
Inclusion.

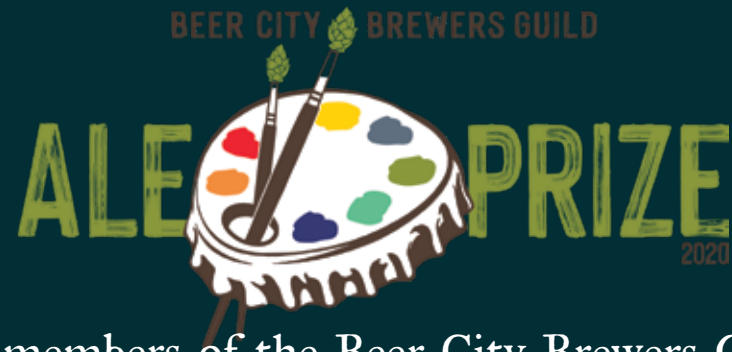
We joined more than 100 US breweries for the 2020 version of the People Power Beer campaign, a grassroots effort to support the American Civil Liberties Union and highlight the importance of voting. Our beer was named simply, "VOTE".



We teamed up with our long-time regular Terry Rostic and his partner Jamaal Ewing to help them launch their brewery, Black Calder Brewing. While they work on securing their own location, we have been brewing numerous beers for them. We also have been enjoying helping them with their business plan and making contacts within the industry.



# Art in the Time of Covid



We are proud members of the Beer City Brewers Guild -- gladly representing Beer City, USA. This past year, since it was impossible to have Grand Rapids host acclaimed public art event ArtPrize, the Guild devised AlePrize. A way to utilize our taprooms to shine light on local artists and to bring some energy and fantastic art to help us all get through a tough year. The event was a success and AlePrize will look to grow in 2021 and beyond.

We were fortunate enough to have two taprooms to host artists during AlePrize.

Brewery Vivant hosted an interactive display called Papillae by Gabrielle Podkul and Adam Kausch as well as art from popular vote winner Maddison Chaffer. Maddison, with the assistance of Uptown, also graced our building with a new mural!

At Broad Leaf we featured paintings by Ryan Crawley and a series of rotating layered art by Fairgame studio - an art duo composed of Ty Davis and David Ruggeri.



# Together We Can Do It!

Our mutual focus on great service and the arts led to our collaboration with Studio C. We brewed a copper lager, CINE, which is available at all Celebration Cinemas, One Twenty Three Tavern and their music venue, Listening Room. It's the perfect beer for enjoying a show!



We brewed Public Brew, a saison infused with rooibos tea, calendula petals and cocoa nibs, as a collaboration with Public Thread. They are a community-based company disrupting the textile industry through upcycling. They reclaim textiles and repurpose them into beautiful products for conscious consumers.

# Together We Can Do It!

Urban Farmer, a basil and lemon farmhouse ale, was the result of a collaboration with our friends at Square Roots. Their mission is to bring local, real food to people in cities around the world while empowering next-gen leaders in urban, indoor farming.

They are doing a lot of great work, and their basil is excellent - in beer form or otherwise.



In 2020 we joined forces with hundreds of breweries worldwide and took part in All Together -- a global beer collaboration to support those in the hospitality industry. Led by Brooklyn's Other Half Brewing, brewers around the globe created beers based off an open source recipe. The result was a lot of excellent beer as well as aid and awareness for those in the industry struggling during the global pandemic.

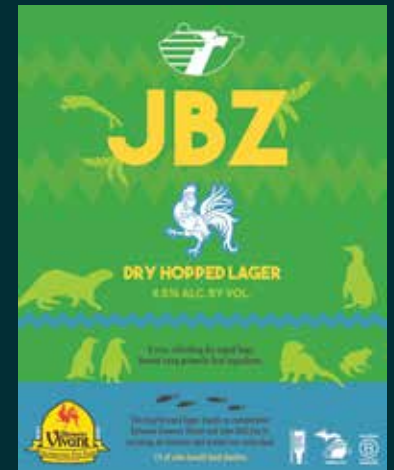


# Together We Can Do It!



For International Women's Day 2020, we collaborated with Saugatuck-based Guardian Brewing to celebrate the growing presence of women in the craft beer industry. The beer, Kween, dubbed a “femmehouse” ale, sourced a majority of the ingredients from other women-owned businesses in Michigan, Empire Malting and Pure Mitten hopyard.

We partnered with the team at John Ball Zoo to create a dry-hopped lager entitled the “JBZ” which was available at the Zoo throughout 2020, and will be available again in 2021. This collaboration highlighted the zoo's work on conservation and specifically focused on the shared values of our two organizations around sustainability and conservation.



# Pandemic Silver Linings

At the beginning of the shutdown, one of our longtime farm partners, Vertical Paradise, dropped off a few boxes of greens for our team. They had so many greens and few accounts to sell them to. Once we opened that box of amazing greens we knew our customers would love them so we started offering kale and lettuce boxes on our takeout menu with all sales going directly to the farm.

66 Boxes



## 101 Burgers

Shortly after restaurant dining rooms were closed we had a regular reach out wanting to support us by purchasing a set amount of food for 10 weeks. The best part was that he wanted that food donated to families in need. What a beautiful idea! This became our Pay It Forward Burger which is a partnership with our neighbor ICCF. Every PIF Burger purchased is sent to the families staying at their Family Haven facility. Thank you to that original donor and to everyone else that has continued to support that program!

# Pandemic Silver Linings

In April, Scott Kline, who we do our company 401k through, purchased \$500 worth of food to donate to frontline workers at American Medical Response. The team at AMR was so grateful for the delicious food and the morale boost!

\$500



With the closing of dining rooms from March to June we feared for the financial security of our hourly team members who were temporarily laid off. Our salary team agreed that all tips we received through takeout would be put into a Staff Emergency Fund that team members could tap into. We were able to collect over \$30,000 during the first shut down which we quickly distributed to our team at the start of the second shutdown giving them a

# Summary

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

	2020	2019
<b>75% OF ALL PURCHASES FROM MICHIGAN</b>	69.9%	68.1%
<b>50% OF FOOD FROM MICHIGAN</b>		
Brewery Vivant	38.7%	45.5%
Broad Leaf	24.5%	28.2%
<b>25% OF BEER INPUTS FROM MICHIGAN</b>	16.6%	23.1%
<b>1% OF SALES TO LOCAL CHARITIES</b>	.5%	.9%
<b>450 EMPLOYEE VOLUNTEER HOURS</b>	86	237.25
<b>ZERO SAFETY INCIDENTS</b>	0	3
<b>ZERO WASTE TO LANDFILL*</b>	2020	2019
Vivant		
Recycling (lbs)	22,884	31,040
Compost (cu ft)	4,739	8,424
Trash (cu ft)	2,808	2,808
Cattle Feed (lbs)	223,728	273,998
Broad Leaf		
Recycling (lbs)	8,189	3,013
Compost (cu ft)	1,755	1,169
Trash (cu ft)	4,212	4,212

\*2020 was a strange year for our waste numbers as recycling services were turned off for a number of months while the recycling plants were shut down, forcing all recyclables into the trash waste stream. That diversion and our much lower sales volumes explain why our recycling went down so much at Vivant while our trash estimates remain unchanged. Thankfully we were able to continue composting all organic waste throughout the year.

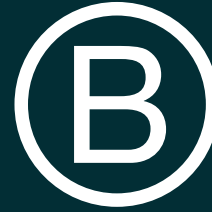
# Summary

<b>WATER TO BEER 3:1</b>	2020	2019
Ratio	N/A	N/A
Vivant Water usage (MM gallons)	1.26	1.75
Broad Leaf/Warehouse Water Usage (MM gallons)	0.41	0.26
<b>10% ONSITE RENEWABLE ELECTRICITY</b>	2020	2019
Percentage of Total	6.0%	8.6%
Percentage of Cherry St.	10.2%	12.2%
<b>Carbon Footprint (Metric Tons CO2e)</b>	2020	2019
Total Scope 1	254.2	307.0
Natural Gas - Brewery Vivant	148.3	197.6
Natural Gas - Broad Leaf	66.2	68.5
Company Owned Vehichles	13.0	15.0
Purchased CO2	22.8	20.7
CO2 from Fermentation	3.8	5.2
Total Scope 2	443.7	448.4
Electric - Brewery Vivant	277.3	289.2
Electric - Broad Leaf	166.5	140.3
Electric - Offsite Warehouses	NA	18.9
Total Scope 3	68.3	103.2
Employee Car Travel	.3	5.6
Employee Air Travel	NA	1.9
Burger Beef	68.0	95.7
Total Emissions	766.2	858.7
Offsets	44.4	44.7
Total Emissions with Green E	721.8	814.0





Certified



Corporation<sup>®</sup>



**Local First**

*support locally owned business*