



Beer the change ...

Brewery Vivant's 2012 Sustainability Report

The title of our report is a shameless 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 for a printable version.

March 7, 2013

We had a great second year and are excited to share the results of our sustainability initiatives. Where we had comparable data, we showed our improvement (or not) from 2011. We also added new information and removed some from 2011 that can easily be found on our website, such as the reasons we package our beer in cans and what went into achieving our LEED certification.

One of the things we are most proud of in 2012 is the carbon footprint assessment that our graduate student intern, Paul McVeigh from Aquinas College, completed of our Farm Hand beer. Determining the carbon footprint of Farm Hand allowed us to see where we had the biggest opportunity for improvement with our greenhouse gas emissions in the process of making beer. Paul did an excellent and thorough job in his analysis, check out page 12 for the results.

In the spring of 2012, Vivant was named a Best and Brightest Sustainable Company in West Michigan. This award honors companies that are making their businesses sustainable and the lives of their employees better, all while helping to make positive contributions to the community. We were also just awarded the LocalMotion Triple Bottom Line Award for Best Up and Coming Business by Local First in January of 2013. This award is presented to a 2-5 year old locally owned company that demonstrates a strong commitment to the triple bottom line. Although we focus on sustainability because we believe it is the right thing to do, it is cool to have others recognize its importance to us too.

In May we were fortunate to begin a special collaborative relationship with New Belgium Brewing Company of Colorado, one of the companies that has inspired us most to do good things. The beers that we made together received national acclaim (named best 25 beers in the World by Draft Magazine) and the conversations we had during the process influenced and educated us both on many fronts.

Overall, we feel great about the progress we made towards our goals. We are in the middle of an environmental audit that will help us further understand our energy and water usage trends and how we can become more efficient. We also have a very talented and dedicated leadership team in place that we know can take us to the next level and inspire our staff and guests to do great things too.

As always, we hope you find value in this information. If you have feedback for us or would like a printable version, please email us at sustainability@breweryvivant.com.

Cheers,



Jason, Kris & Oliver Spaulding
Owners
Brewery Vivant

Members of the East Hills Business District, Local First, Grand Rapids Chamber of Commerce and the Michigan Brewer's Guild



Summary

For those of you with a short attention span, here is a summary of how we are doing towards all of our measurable goals and other key sustainability statistics that we don't have specific goals around at this time. The % Change column shows the straight difference from 2011 to 2012. The % Change/Sales shows the change normalized to account for our increase in beer brewed and restaurant sales which we feel accounts for the numbers in a more accurate way.



ZERO WASTE TO LANDFILL

| | 2012 | 2011 | % Change | % Change /Sales |
|-------------------|---------|---------|----------|-----------------|
| Recycling (cu ft) | 3714 | 667 | 591.0% ↑ | 433.8% ↑ |
| Compost (cut ft) | 2916 | 2349 | 24.1% ↑ | 4.1% ↓ |
| Cattle Feed (lbs) | 228,210 | 161,141 | 41.6% ↑ | 8.6% ↑ |
| Trash (cu ft) | 918 | 1296 | 29.2% ↓ | 45.3% ↓ |



WATER TO BEER 3:1

| | | | | |
|-------------------------------|-----|-----|---------|---------|
| Water Usage (million gallons) | 1.1 | 1.7 | 33.8% ↓ | 44.8% ↓ |
|-------------------------------|-----|-----|---------|---------|



50% FOOD FROM 250 MILES

| | | | | |
|--|-------|-------|---|--------|
| | 11.3% | 10.8% | - | 0.5% ↑ |
|--|-------|-------|---|--------|



25% BEER FROM 250 MILES

| | | | | |
|--|------|------|---|----|
| | 2.1% | 2.1% | - | 0% |
|--|------|------|---|----|



10% ONSITE RENEWABLE ENERGY

| | | | | |
|-------------------------|---------|---------|---------|---------|
| Electricity (kwh) | 284,200 | 273,200 | 4% ↑ | 19.6% ↓ |
| Natural Gas (ccf) | 26,210 | 27,385 | 5.8% ↓ | 27.3% ↓ |
| Carbon Footprint (co2e) | 413.7 | 361.6 | 14.4% ↑ | 11.6% ↓ |



10% PROFITS TO CHARITY

| | | | | |
|--|------|-------|---|--------|
| | 9.9% | 12.5% | - | 2.6% ↓ |
|--|------|-------|---|--------|



EMPLOYEE PROFIT SHARING

| | | | | |
|--|--------|-----|---|---|
| | \$4200 | \$0 | - | - |
|--|--------|-----|---|---|

Economic

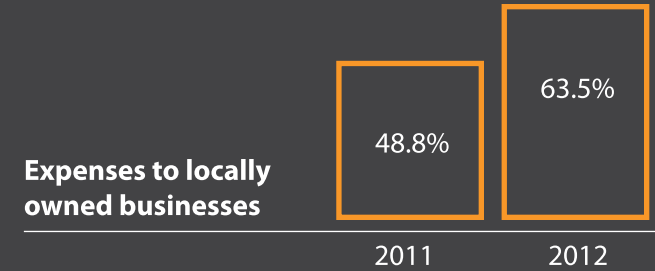
Goals:
50% of food inputs from
250 miles

25% of beer inputs from
250 miles

63.5 %

Percent of expenses to locally owned businesses

We are always grateful when individuals, organizations and other businesses choose our products and pub over non-locally owned businesses and we do our best to do the same. We increased our percent of local spend from 48.8% in 2011 to 63.5% in 2012. 11.3% of the food we sold at the pub was grown within 250 miles.



2.1 %

Percent of our grain within 250 miles

We purchased over 228,000 pounds of grain in 2012, of which 4800 was grown within 250 miles of Vivant. This is the same percent as last year.

\$4200

Money distributed from Employee Appreciation Day

In July we held our first Employee Appreciation Day where we gave all revenues for the day less labor expense back to our employees as profit sharing. The amount each employee earned was based on how many hours they typically work.



So Close to Cow Neutral

25.1 Cows consumed

A typical cow yields 320 pounds of edible meat. We sold 16,040 burgers in 2012. That equals 25.1 cows consumed by our patrons. Almost half of all burgers were ordered medium.



16,040 Burgers

=



25.1 Cows

25 Cows Fed

Over the course of 2012, we gave away 228,210 pounds of spent grain to a local cattle farmer. At 25 pounds of grain eaten per day, we fed 25.0 cows. Our goal is to be cow neutral, so maybe you should have ordered that second beer after all.



Economic

155,672 Beers Consumed

That's equal to five beers consumed by every resident of the 49506 zip code



1 glass = 10,000 beers consumed

\$34,724

Total savings for our Monks

Our monks are our best customers. Through our Monk Club they get a personalized goblet, discounts on every beer they purchase and special benefits throughout the year.

38 Styles

Total styles of beer

We brewed 38 unique and tasty styles of beer in 2012, though Triomphe and Farm Hand are our best sellers. This number doesn't include the many variations on our beer that we lovingly age in wood barrels.

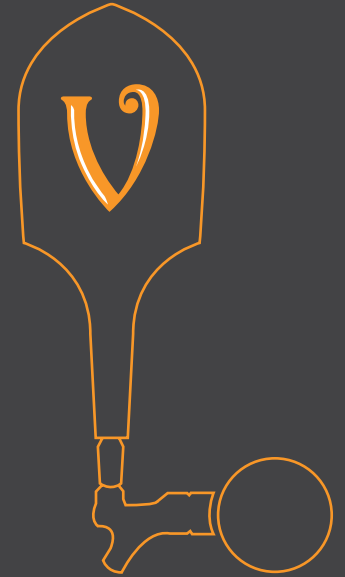


Economic

Shower Me With Your Love

We made 82,729 gallons of beer in 2012. If all 512 of our Monks took 10 minute showers, each of them could shower 6.5 times in our beer.

82,729 = 6.5
Gallons of beer Showers per Monk



*This assumes each shower uses 2.5 gallons of water per minute

2,669

Total barrels sold



Breakdown: 919 barrels or 34% in the pub, 1750 barrels or 66% in distribution. In 2011 the breakdown was 38% sold in the pub and 62% sold into distribution.

1 of 25

Best Beers in the World

Escoffier, our collaboration beer with New Belgium Brewing Company, was named one of the top 25 beers in the world in 2012 by Draft Magazine.



Equity

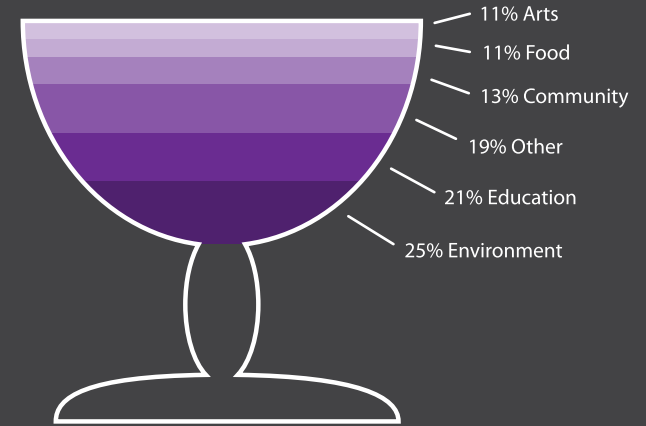
Goals:
10% profits to local charities

Employee profit sharing

9.9%

Percent of profits donated

In cash or in kind, we donated 9.9% of our profits to charity in 2012. This is just below our goal of 10%.



Some of the organizations we donated to are: Artists Creating Together, Actors' Theatre, AIDS Walk, Art for Africa, BALLE, CARE, Celebrate Willem, Center for Community Leadership, Cloth Diaper Exchange, Community Media Center, Congress School, DeVos Children's Hospital, Grandville Avenue Arts & Humanities, East Grand Rapids Public Schools, Family Promise, Fulton Street Farmers Market, Feeding America, Frederik Meijer Garden, FRESH, Friends of GR Parks, Gay Day, Grand Rapids Children's Museum, Grand Rapids Civic Theatre, GVSU, Habitat for Humanity, Home Repair Services, Hudsonville Public Schools, Humane Society, ICCF, Indian Trails Camp, John Ball Zoo School, Junior Achievement, Kalamazoo Pride, Kid's Food Basket, League of Conservation Voters, Leukemia and Lymphoma Society, LINC Community Revitalization, LiveStrong, Local First, Michigan Blood, Migrant Legal Aide, Mom's Bloom, New Hope, Outdoor Discovery Center, Phoenix Society for Burn Victims, Power of Education, Red Project, Remember Niger, Ronald McDonald House, Rotary Club, Safe Haven, San Juan Diego Academy, Secchia Culinary Institute, Slow Food West Michigan, Spectrum Health Foundation, St. Stephen School, TEDx GR, TEAM, United Way, Until Love is Equal, WMEAC, YMCA

\$500

Donated to WMEAC

To celebrate Earth Day, we collected your usable but unwanted household items for the Habitat for Humanity ReStore. We pledged to donate up to \$500 to WMEAC based on how much you brought in, thus benefiting two amazing organizations. We hope to make this an annual event.

\$1821

Donated with your help

In April we donated 25% of our sales on one day to The Red Project during their Dining Out for Life fundraiser. In November we donated 30% of sales on one day to Feeding America for their Million Meal March campaign.



Equity

406

Rewarded resident recyclers

Mygrcitypoints is a program from the City of Grand Rapids and Local First that rewards residents for recycling their household waste. In 2012, we donated 3 different awards; 315 beer samplers with purchase of an appetizer or entrée, 89 beer tours, and 2 Monk Club memberships. The estimated value of these rewards is over \$3000.



20

Soccer balls and practice cones

We heard that our neighborhood school, Congress Elementary, needed equipment for their soccer program so we donated enough money to buy them 20 soccer balls and cones.

\$8.53

Minimum wage

The minimum wage we pay at Vivant is equal to the Living Wage for Kent County which is the estimated hourly wage for a 40-hr per week job required to live given the local cost of living.



Environment

Goals:
Zero waste

Water to beer ratio of 3:1

10% on-site renewable energy generation

Follow green building principles

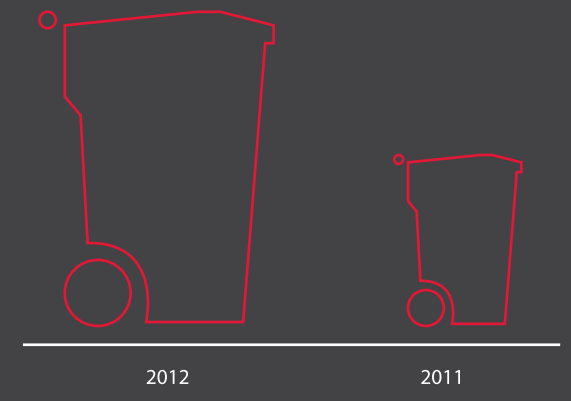
Limit exposure to toxins



3714 cu. ft.

Total amount recycled

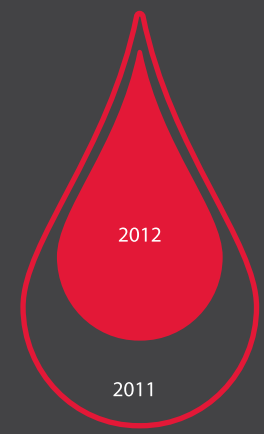
In 2012, we estimate that 1314 cubic feet of waste was recycled through the amazingly free City of Grand Rapids recycling program. Although they take a lot of materials, we still have to find outlets for much of our waste in the brewery. Lucky for us, our amazing neighbor Tree Huggers found a home for almost all of our brewery packaging waste. We estimate that we recycled 2400 cubic feet of waste with them. Overall, we recycled over 5.5 times more waste than in 2011.



34%

Water reduction over the year

Our brewery and pub together reduced our water consumption from 1.7 million gallons in 2011 to 1.1 million gallons in 2012. That's enough saved drinking water to hydrate 2,074 Grand Rapidians for an entire year!



38

Homes energy offset

We purchased 893,000 kWh of renewable energy credits to cover our electricity use for at least our first 2 years in operation. This is equivalent of offsetting carbon dioxide emissions for 87 cars, 1,033 barrels of oil, or the yearly energy use of over 38 homes.

Environment

413.7

Metric tonnes of CO2e

We produced 413.7 metric tonnes of carbon dioxide equivalents and offset all 214 metric tonnes of our on-site electricity use. This is an increase of 14.4% from the 361.6 metric tonnes of CO2e in 2011. Much of the increase is due to our need to warehouse some of our empty cans and wood barrels at an offsite location. If we account for the increase in our overall company sales, our carbon footprint actually went down 11.6%.

Our carbon footprint is made up of our natural gas usage (scope 1), electricity usage (scope 2) and employee miles traveled to and from events & sales calls (scope 2).

Our business carbon footprint is made up of...



Natural Gas



Electricity



Vehicles Miles
Driven

56.8 %

Over half of our staff lives within one mile of the brewery

Almost all of our staff lives 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.

20

Trees planted in Highland Park

In October, a group of 30 Monk Club members and Vivant employees planted 20 trees in Highland Park. We financed 10 of them and the City matched us by donating another 10.



Environment

Goals:
Zero waste

Water to beer ratio of 3:1

10% on-site renewable energy generation

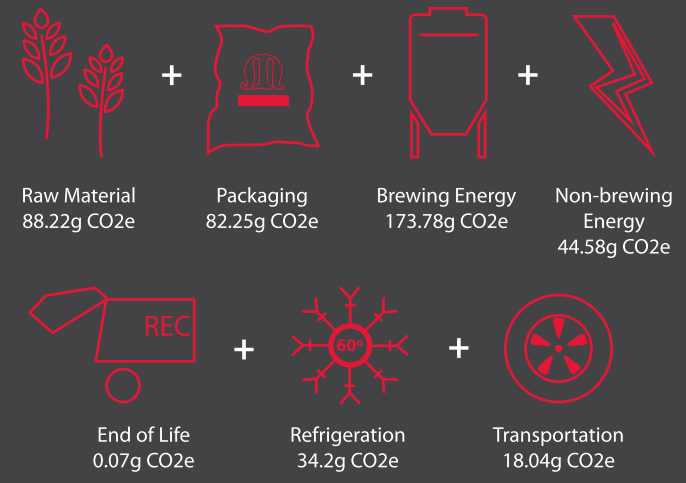
Follow green building principles



441.14g CO2e

Carbon footprint of Farm Hand

We had a graduate student from Aquinas College calculate the carbon footprint of our Farm Hand beer. Through his work, we were able to determine that the biggest contributors to Farm Hand's carbon footprint are the natural gas in the brewing process, the refrigeration of the beer once it is packaged, the production of aluminum for our cans, and the growing of the malted barley. We will use this information to focus on how to reduce the carbon footprint of our beer moving forward.



62%

More beer

Compared to 2011, we made 62% more beer, but only used 4% more electricity and actually decreased our natural gas usage by 6%. Cheers to that.

16,524

Cans saved

You bought 4,131 growlers of beer, most often Triomphe. By choosing a reusable growler, you helped us save over 16,500 cans, or just over half a ton of aluminum. Nicely done patrons!

Education

Goals:

Educate employees, customers and stakeholders about sustainability

1044 Educated Patrons

Our brewery tour guides talk about our brewing process and what makes Vivant beer unique in the marketplace, including why we chose to can rather than bottle. They also like to talk about the history of our building, what it means to be LEED certified, and what some of our sustainability goals are. In 2012, 1044 people took our tour. We hope we inspired them to do more than just drink more of our beer.



36

BALLE conference participants

In May, we were excited to be part of the "Building a Closed Loop Recycling System" tour that helped kick off the BALLE Conference (Business Alliance for Local Living Economies). About 3 dozen conference participants toured the Grand Rapids Single Stream Recycling facility, then went to Cascade Engineering to see the recycle bins manufactured, and ended the tour with a brewery tour and, of course, some beer sampling.

24

League of Conservation Voters

In October we held an event with the Michigan League of Conservation Voters. Two dozen people attended and learned about the sustainable aspects of our building and brewing process. Then the MLCV discussed and answered questions about Proposal 3, which was the renewable energy proposal on Michigan's ballot in the November election. All proceeds from the event went to the MLCV to help them further their educational outreach about environmental issues in state government.



We'd like to thank all of our amazing employees for helping us get as far as we have in just two years. We couldn't do it without your dedication and drive!

If you have any suggestions on how we can decrease our negative impact and increase our positive impact on the community, please let us know by sending an email to sustainability@breweryvivant.com

Cheers!



Report and infographics:
Christopher Hoyt

Active employees on December 31, 2012:

Alexander Atkin, Kate Avery, Mitchell Cook, Jacob Derylo, Jeff Duba, Bethany Edwardson, David Emmenecker, Alexander Ewigleben, Brigitte Fouch, Michael Gibbons, Chris Hoeksema, Leah Hoffman, Kaitlin Hoines, Luke Holwerda, Shawn Hudson, Austin Johnson, Mariah Kennedy, Brian Kuszynski, Adam Lance, Raeann Lupo, Natalie Maloney, Todd Masker, Joel Medina, Louis Mestaz, Chris Mitus, Jacob Mogck, Rick Muschiana, Sarah Parsell, Santos Puactecun, Allyson Putt, John "Trace" Redding, Max Rieth, Rob Salazar, Jessica Sly, Matt Stacks, Eric Steeb, Derek Stek, Chris "Bates" Stoffel, John "Brooks" Twist, Chris Vander Meer, Bill Vining, Katherine Vonk, Jonathon Ward, Will "Buddha" Weatherby, and Chris Weimer.