

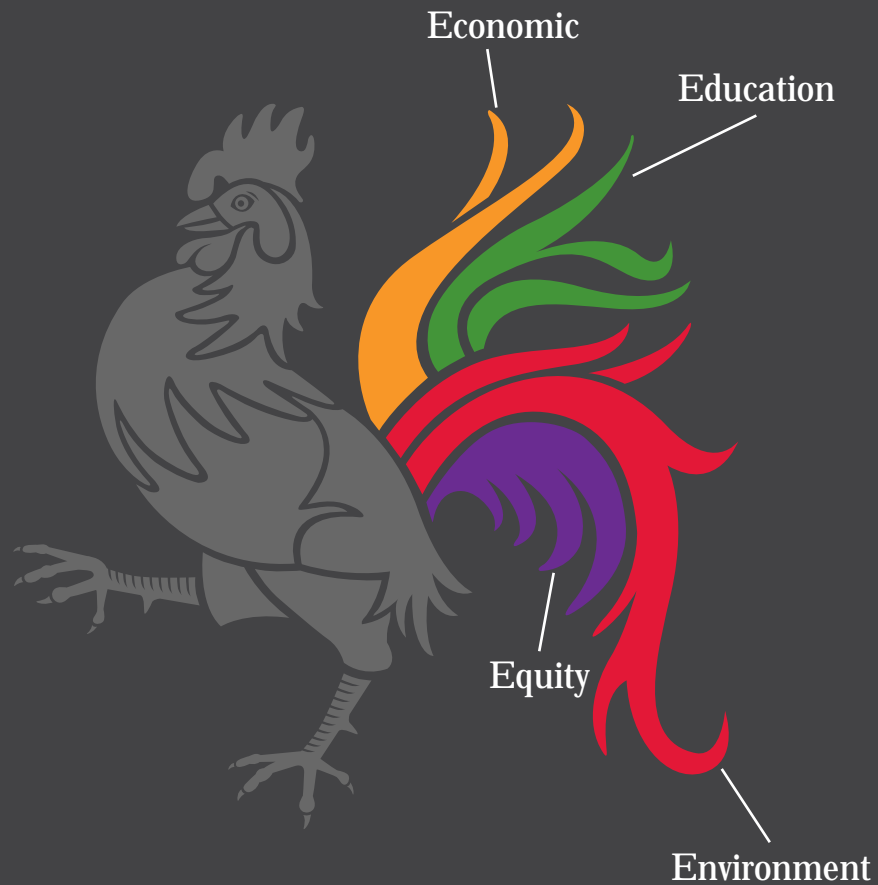


Beer the change ...

Brewery Vivant's 2014 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 3, 2015

As we enter our 5th year in business, we are looking back on what we originally envisioned Vivant to be and how close we have come to that vision. We are excited that we have stayed true to our values and are quickly becoming the business we dreamt of 7 years ago when we began putting together our business plan. We know sustainability is a journey that is different for every business and individual, but we are loving the challenges and rewards of that journey and look forward to seeing what the next 5 years holds for Vivant.

In May of 2014, we deepened our commitment to sustainability when we became a Certified B Corporation. This is an exciting accomplishment and we continue to be energized by what it has meant to our company and our employees. We have also enjoyed building relationships with the other B's in West Michigan: Cascade Engineering, Better Way Imports, Gazelle Sports and Bazzani & Associates.

Throughout 2014 we also started focusing more intentionally on the safety of our employees. We believe that safety should be an obvious part of any sustainability program and have added a goal of 0 safety incidents to our sustainability goals for 2015. We have an intern that is making sure our i's are dotted and our t's are crossed with our sustainability program and we look forward to sharing that packaged program with any other small breweries interested when it is complete.

We also added a new goal for 2015 to have 25% of our staff bike to work during the warm weather. This goal came out of our pursuit of Bicycle Friendly Business Certification which we achieved in September. The certification recognizes employers for their efforts to encourage a more welcoming atmosphere for employees, customers, and the community.

Last year around this time we were busy planning the remodeling of our patio and the creation of our Walloon Room. These enhancements are allowing us to create a more personal experience by having the space to accommodate small groups and ability to host beer/ food educational events. We were also busy at this time last year growing plants from seeds for the Vivant Garden at our home. Our goal is to grow 10% of the food used in the pub ourselves and this garden is our first step towards that goal.

We create this report each year to hold ourselves accountable to our goals and to offer insight to others about what sustainability means to us. We also publish it to encourage you to challenge our thinking about these areas so please send us your comments to sustainability@breweryvivant.com.

Cheers,

Jason, Kris, Oliver, and Siena Spaulding
Owners
Brewery Vivant

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 2013 to 2014. 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.

	2014	2013	% Change	% Change /Sales
90% OF ALL PURCHASES FROM 250 MILES	63.4%	61.4%		2.0% ↑
75% OF ALL PURCHASES FROM MICHIGAN	57.6%	57.7%		0.1% ↓
50% FOOD FROM 250 MILES	22.6%	13.4%	-	9.2% ↑
10% FOOD FROM VIVANT FARM	0.7%			
25% BEER FROM 250 MILES	3.7%	2.9%	-	0.8% ↑
10% PROFITS TO CHARITY	10.7%	11.0%	-	0.3% ↓
25% OF DONATIONS TO EAST HILLS	23.6%	20.5%	-	3.1% ↑
10% PROFIT TO EMPLOYEES	7.9%	8.2%	-	0.3% ↓
200 EMPLOYEE VOLUNTEER HOURS	233	130	79.2%	↑

Summary

Continued

	2014	2013	% Change	% Change /Sales
ZERO WASTE TO LANDFILL				
Recycling (cu ft)	5,645	4,132	36.6% ↑	21.8% ↑
Compost (cut ft)*	12,636	12,636	0.0%	10.9% ↓
Cattle Feed (lbs)	375,793	257,950	45.7% ↑	29.9% ↑
Trash (cu ft)*	3,042	2,808	8.3% ↑	3.4% ↓
WATER TO BEER 3:1				
Ratio	7.5:1	4.97:1		
Water Usage (million gallons)	1.4	1.2	16.7% ↑	4.0% ↑
10% ONSITE RENEWABLE ENERGY				
	0	0		
ANNUAL REDUCTION IN CARBON FOOTPRINT/SALES				
Electricity (kwh)	319,686	289,506	10.4% ↑	1.6% ↓
Natural Gas (ccf)	35,143	30,384	15.7% ↑	3.1% ↑
Carbon Footprint (co2e)*	423.2	454.6	6.9% ↓	17.0% ↓

Summary

Continued

86

In May of 2014 we became a Certified B Corporation. B Corporations are a new type of company structure that use the power of business to solve social and environmental problems. This certification is like our building's LEED Certification, but instead of focusing on one aspect of our business, it focuses on the entire operation. How we treat our employees, the way we engage with the community, and the steps we take towards environmental stewardship all factor into the certification process. We sought it out to protect our core mission of sustainability and to strive for continuous improvement in our commitment to the triple bottom line. We also wanted to step it up a notch and have a third party hold us responsible to our mission and goals.

What makes us a better company?

B Impact Report

Certified since: May 2014

Summary:	Company Score	Median Score*
Governance	9	10
Workers	20	22
Community	18	32
Environment	39	9
Overall B Score	86	80

80 out of 200 is eligible for certification
*Of all businesses that have completed the B Impact Assessment
*Median scores will not add up to overall

7

Triple Pundit Rankings

Triple Pundit, a new-media company for highly conscious business leaders, ranked us #7 in their list of top 10 Sustainable US Breweries.

1st

Public-use bicycle repair stand

In September of 2014 we were awarded Silver Bicycle Friendly Business Certification(SM). We installed the first public-use bicycle repair stand (including an air pump) in the Grand Rapids city limits and we encourage bicycling as an easy option for transportation and provide various amenities and incentives to our staff.

Economic

Goals:
90% of purchases from 250 miles

75% of purchases from Michigan

50% of food inputs from 250 miles

10% of food inputs grown on our own farm

25% of beer inputs from 250 miles



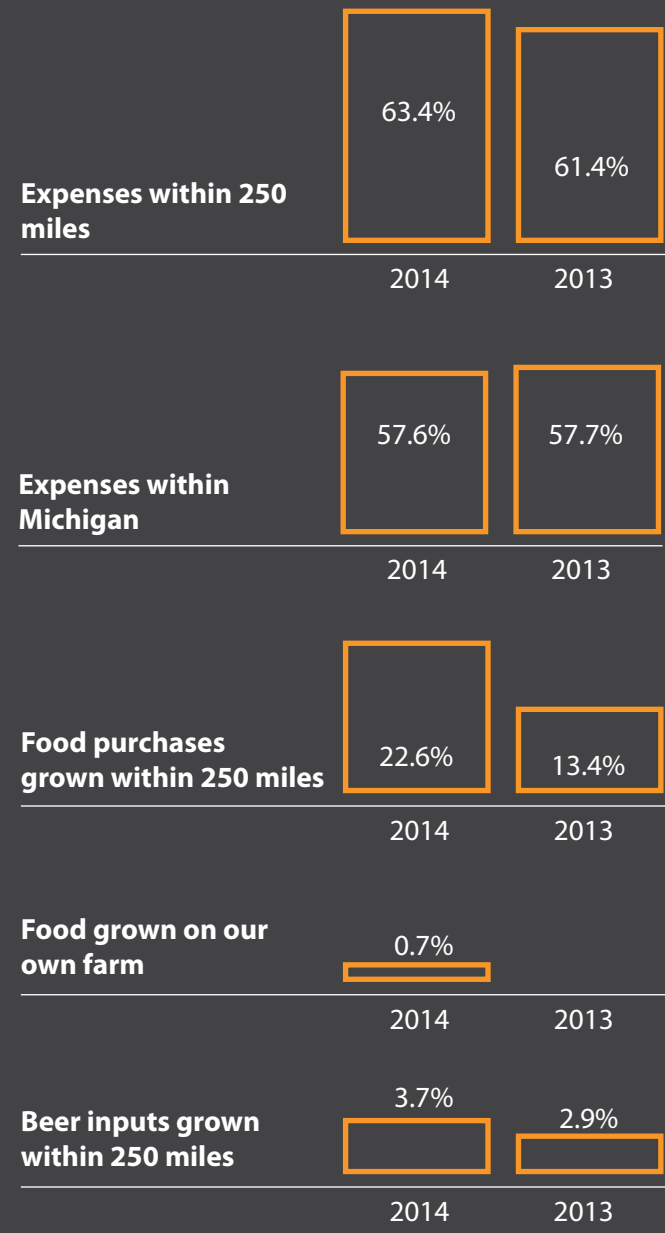
63.4%

Percent of expenses to locally owned businesses

Our expenses allocation didn't change that much from last year. We continue to look for local businesses to partner with but know it will take a lot to get to our 90% goal since most of our brewery input suppliers are outside of our range given where our inputs are grown. We hope to see the State of Michigan continue to support the grain and hops growers and encourage that sector of our agricultural economy to expand quickly and offer the quantity and quality of ingredients we need to serve you the best beer we can brew. That said, we purchased 13,825 pounds worth of ingredients for our beer locally, amounting to 3.7% of the overall weight of beer ingredients. This included grain for a number of brews, hops for Undertaker, honey for Contemplation, and maple syrup for Blandford Maple Amber Ale.

In 2014 we decided to turn part of the Spaulding's yard into a garden for our pub as a first step in our goal to produce 10% of our food inputs ourselves. In our inaugural year we grew 904 pounds of produce for the pub. Our most plentiful crops were kale, radishes and tomatoes.

We were encouraged to see the increase in our local food purchase amount. In the growing season, almost all of the produce we use comes from local farms and we get as much of our year-round produce from local sources as we can. A few of the local farms we rely heavily on include Vertical Paradise, Crisp Country Acres, Heidi's Farm Stand, Creswick Farm, Mooville, Heffron Farms and MI Bee Company.



We Blew Past Cow Neutral!

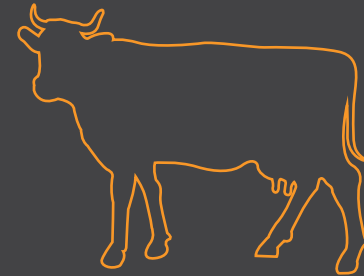
30.7 Cows consumed

A typical cow yields 320 pounds of edible meat. We sold 19,653 burgers in 2014. That equals 30.7 cows consumed by our patrons.



19,653 Burgers

=



30.7 Cows

41.2 Cows Fed

Over the course of 2014, we gave away 375,793 pounds of spent grain to a local cattle farmer. At 25 pounds of grain eaten per cow per day, we fed 41.2 cows putting us well over cow neutral.



Economic

204,121 Beers Consumed

We brewed or wood-aged 54 unique and tasty styles of beer in 2014. We sold more Farm Hand pints than any other beer, with Triomphe a close second for a total of 204,121 beers consumed in our pub.



1 glass = 10,000
beers consumed

\$41,990

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.

3,948

Total barrels sold



We sold 1,200 barrels or 30% of our beer in the pub and 2,748 or 70% of our beer into distribution.



Economic

24+ Farm Hand

Beers at WABF

In 2014 we held our annual Wood Aged Beer Fest in the street in front of Vivant. Despite the terrible weather, we had over 1,850 attendees. Those people drank over 17 kegs of awesomeness.



350

How often our cooks got some love

We have an option on our menu for customers to "Tip the Kitchen" and buy them a pitcher. 350 of you loved your meal so much, you showed extra love to the cooks - that's about a 50% increase from 2013! If you've ever heard the bell ring in our pub, this is why. Thank you.

\$82,045

Locals supported

We sold \$82,045 worth of merchandise that was at least in some part made by local artists. The majority of that was shirts and growlers that are screen-printed within Grand Rapids. Other local products sold in the store include 100% hand-made wooden steins and ceramic chalices. In total we worked with 8 different local artists to create over 20 different products.



Equity

Goals:

10% of profits to local charities, 25% in the East Hills neighborhood

200 employee volunteer hours

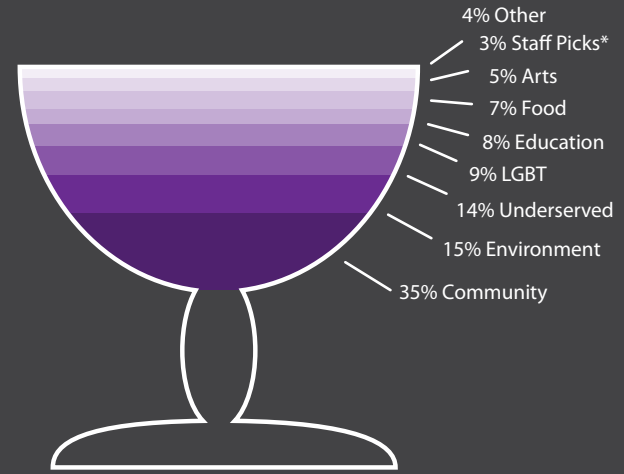
10% of profits to employees



10.7%

Percent of profits donated

In 2014 we donated 10.7% of our profits to charity. Of the total amount, 23.6% was donated to organizations within the East Hills neighborhood, just below our new goal of 25%.



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

Some of the organizations we have donated to are: Blandford Nature Center, Cherry Hill Historic District, Cherry Park, Clean Water Action, Community Media Center, Community Legal Services of West Michigan, Congress Elementary, Dwelling Place, East Hills Council of Neighbors, Feeding America, Friends of GR Parks, Frederik Meijer Gardens, Habitat for Humanity, Heritage Hill Neighborhood Association, The Humane Society, John Ball Zoo, Kids Food Basket, Local First, Mayfair Plat Association, Mid Town Neighborhood Association, Migrant Legal Aid, The Red Project, Spoke Folks, Wellhouse,, West Michigan Pride, WMEAC, Wild Ones

\$649

Donated to Brewer's Grove

Over the summer, many area breweries raised money to support the planting of a grove of trees at Riverside Park. We chose to brew a special beer for this and donate \$1 of every one we sold and the profits from Brewer's Grove t-shirt sales, for a grand total of \$649. During the fall, members from each brewery then did the actual planting, including 11 people from the Vivant family. It's great to be a part of such a giving industry!

\$8,366

Donated with your help

Every other month we hold a charity night where 25% of all revenues are donated to a local charity. In 2014 the recipients were the inaugural Congress Elementary Girls on the Run team, West Michigan Chapter of The Red Project, Wellhouse, Fulton Street Farmer's Market&Aquinas Beekeepers Club, Feeding America and Wealthy Theatre.

253

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 2014, we donated 167 beer samplers and 86 brewery tours. The estimated value of these awards is over \$2500



mygrcitypoints.com

31.5

Hours donated to Wellhouse

In June we partnered with Wellhouse, an organization committed to housing the homeless. During the day our staff helped with the rehab of one of their new houses and in the evening we held a fundraising night, raising \$1580 for the organization. It was a great day that we are excited to repeat in 2015.

\$3,394

Donations from WABF

We held our Wood Aged Beer Fest on the street in front of our pub this year. To make this possible, we partnered with our neighborhood organization, the East Hills Council of Neighbors. Through this partnership, we donated \$2 to them for every tickets we sold to the festival.



233 Hours!

Employees time donated

This year our staff volunteered a total of 233 hours. We focused a lot on Congress Elementary by helping with their community garden, Kid's Day, inaugural Girls on the Run team and an after-school program focused on STEM (Science, Technology, Engineering & Math). Staff time was also spent working on a Habitat for Humanity house, a Wellhouse house, planting trees in the Brewer's Grove, and working on Cherry Park. We had 22 different staff members of 55 total take part in at least one of these activities.



\$1,971

20 Gallons of syrup

For the last 2 years we have brewed a maple syrup beer using syrup harvested at the Blandford Nature Center in Grand Rapids. In exchange for 20 gallons of their syrup, we donate \$1 for every Blandford Maple Amber that we sell at the pub.

2

Habitat for Humanity homes built

For the last couple of years our staff has volunteered with Habitat for Humanity and helped build a home for two West Michigan families. This event is always very satisfying to those who participate, both through knowing that we are making a difference to a family in need and through getting to work with power tools.



Environment

Goals:
Zero waste

Water to beer ratio of 3:1

10% on-site renewable energy generation

Annual reduction of our carbon footprint



0.76%

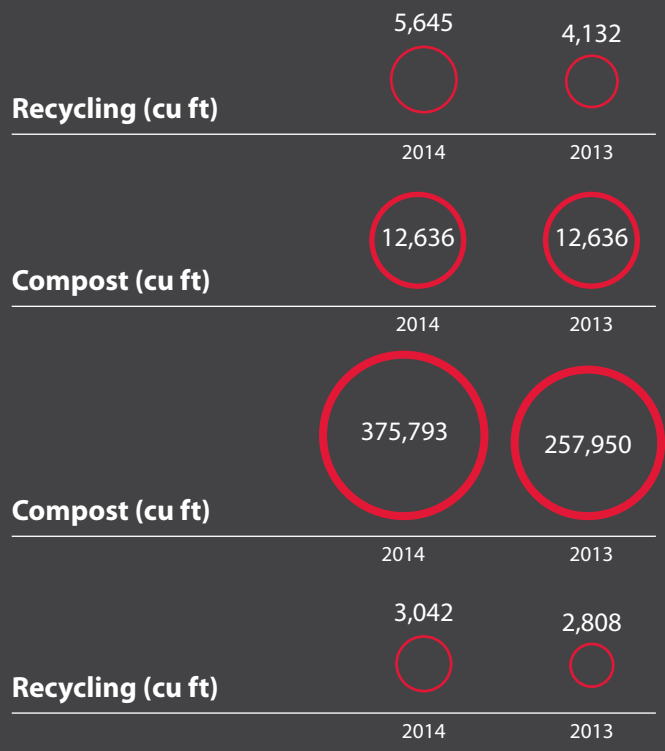
Waste to incinerator

Compared to 2013, our overall waste to landfill percent went down from 1.00% to 0.76%. If we take spent grain out of the calculation, we held steady at 14.3% of our waste going to the incinerator.

5,645

Cubic feet recycled

We increased our recycling amount by 37% over 2013. In addition to continuing to use the City of Grand Rapids free recycling, we added a 3 yard recycling dumpster which increased our capacity greatly and allowed us to relieve some of the pressure on our compost dumpster by diverting some of the cardboard to recycling.



20

Gallons of trash

We had a zero waste goal for our Wood Aged Beer Fest and contracted The High Five Program to help us out. We ended up producing 1237 gallons of waste of which 347 (28%) was recycled, 867 (70%) was composted and 20 (2%) was sent to the landfill.

Environment

86.8 %

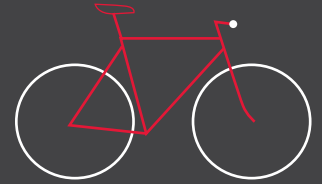
Staff living within five miles of the brewery

87% 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 cut down on their CO2 emissions.

47.2 %
live with in one mile



73.6 %
live within three miles



7.5:1

Water : Beer

We brewed over 34% more beer this year than last, but only used 17% more water. In 2014, we estimated that overall we used 7.50 gallons of water to brew one gallon of beer. This is a big increase from 2013 and makes us question the data accuracy for each year since our brewery practices haven't changed.

21,416

Cans Saved

You bought 342,656 ounces of beer in growlers at Vivant, most often Farm Hand. By choosing the reusable growler, you helped us save over 21,000 cans!



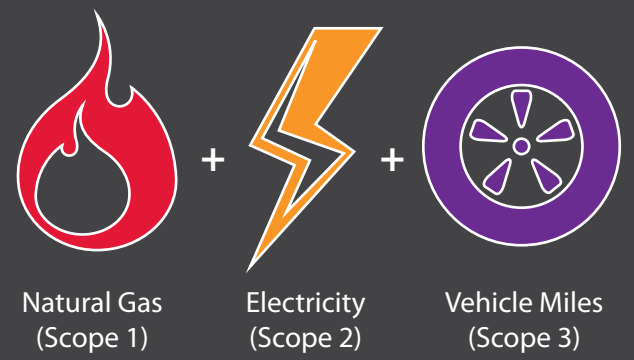
Environment

423.2

Metric tonnes of CO2e

We produced 423.2 metric tonnes of carbon dioxide equivalents in 2014. This is a decrease of 6.9% from 2013, however if we account for the increase in our overall sales volume, our carbon footprint actually went down 17.0%. This reduction is solely based on our purchase starting in June of 100% green certified electricity. Had we not gone green, our carbon footprint would have increased 14.0% or 1.6% when considering our increased sales volume.

Our business carbon footprint is made up of...



34%

More beer

Compared to 2013, we produced 34% more beer but only used 10% more electricity and 16% more natural gas.

100%

Green!

As of June, 2014, all of the electricity we purchase for our pub and brewery is Michigan-based renewables. This is through Consumer's Energy's Green Generation program which uses a mix of wind energy and landfill gas recapture. We are excited to be a business supporting clean energy!



Education

1,361 Educated Patrons

Our brewery tour guides talk about our brewing process and what makes Vivant beer unique in the marketplace, including why we choose 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 2014, 1361 people took our tour. We hope we inspired them to do more than just drink more of our beer.



39

Stars

In April we launched a program with our staff called "You can beer the change..." This program was inspired by our company sustainability goals and is intended to encourage our staff to live a more sustainable lifestyle. There are 12 goals focused on their environmental impact, their social/community commitment, and their personal and financial health. At 6 and 12 "stars" they get a financial incentive. By the end of the year we had 12 staff participate and get a total of 39 stars.

575

Educated people

We love when we have the opportunity to share our story with other individuals and organizations that are interested in sustainability. In 2014 we had the pleasure of speaking at the Craft Brewers Conference - our industry's annual international gathering, at the Q Commons event in Grand Rapids, and as the first event in Local First's Insight Series. Between these 3 events we estimate that 575 people heard our story and we hope that we inspired each of them to further their commitment to sustainability.



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!

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, 2014:

Vanessa Aguilar, Jessica Avalos, Kate Avery, Julieta Bass, Jason Blahnik, Jon Brander, Greg Brown, Ami Cassis, Brian Coalter, Mitchel Cook, Ben Darcie, Jacob Derylo, Jeff Duba, Bobbi Earl, Bethany Edwardson, Francisco Escobar, Alexander Ewigleben, Colin Gerke, Stephanie Hatfield, Chris Hoeksema, Jeff Hollingsworth, Andrew Hopewell, Mariah Kennedy, Brian Kuszynski, Adam Lance, Raeann Lupo, Natalie Maloney, Chloe Manikas, TJ Masker, Mary McLaughlin, Andy Miller, Mike Miller, Chris Mitus, Rambo Nguyen, Santos Puactecun, Allyson Putt, Marco Ruiz, Kate Sartorius, Peggy Sleutel, Adrian Sosa, Hildeberto Sosa, Derek Stek, Chris "Bates" Stoffel, Rachel Stuef, Annie Taccolini, John "Brooks" Twist, Chris Vander Meer, Jessica Vannetten, Ben Vanderput, John Viviano, Katy Waltz, Ward, Chris Weimer, Lyndsey White, Rachel Yarch