



Beer the change...

2019 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 black in hopes you will avoid printing it. Please contact sustainability@breweryvivant.com for a printable version.

















March 17, 2020

To say that 2019 was an interesting year for us would be quite an understatement. We felt all of the emotions as we finished the Broad Leaf project and opened our doors quietly in April and then publicly in August when our kitchen was officially operational. We are proud of the physical project itself and our ability to incorporate a lot of re-used and recycled materials as well as natural light and vibrant colors. Our intent was to have the space feel very different from Vivant and we definitely accomplished that. We are especially proud of the team in place at Broad Leaf who have brought their passion, enthusiasm and patience to their roles and who have trusted us to provide them with a working environment they enjoy coming to. Like Vivant, the Broad Leaf team will wow you with their level of service, attention to detail and focus on creating an exceptional experience.

The downside of opening Broad Leaf was that our attention was taken away from some of the work we have enjoyed most. Our team set a high volunteering goal and missed it by quite a bit, no doubt because of the distraction of that project. We were also unable to hit our charitable giving goal for the first time in years due solely to the unforeseen costs associatied with the Broad Leaf project and the resulting lack of available cash. The upside of that is that we learned to get more creative with how we support our nonprofit partners and in doing so have established more interesting and unique ways to engage with them.

We hope you enjoy reading this report and as always we welcome your questions and comments on what we are or aren't doing. The craft beer market continues to offer an increasing number of options to you and we wholeheartedly thank you every time you choose a Vivant or Broad Leaf beverage or experience. We believe running our business with sustainability as the backbone is the only way to go and we appreciate that you support that idea too!

Cheers!

June Kins Olivet Zieva.

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



THE SPAULDINGS IN THE BREWERY

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 2018 to 2019.

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

	2019	2018	% Change	Intensity Change
75% OF ALL PURCHASES FROM MICHIGAN	l 68.1%	61.4%		6.8% 1
50% OF FOOD FROM MICHIGAN Brewery Vivan Broad Lea	t 45.5%	47.0%		1.5% 🦊
25% OF BEER INPUTS FROM MICHIGAN	23.1%	17.3%		5.8% 1
1% OF SALES TO LOCAL CHARITIES	.9%	1.1%		0.3% 👃
450 EMPLOYEE VOLUNTEER HOURS	237.25	447.5	47% 📙	
ZERO SAFETY INCIDENTS	3	0		











Summary

	ZERO WAS	TE TO LANDFILL	2019	2018	% Change	Intensity Change
	Vivant	Recycling (lbs) Compost (cu ft)	31,040 8,424	31,899 8,424	-2.7% 0% 	1.8% ↑ 4.6% ↑
		Cattle Feed (lbs) Trash (cu ft)	273,998 2,808	386,350 2,808	-29.1% 0.0%	-25.8% 4.6%
	Broad Leaf	Recycling (lbs) Compost (cu ft) Trash (cu ft)	3,013 1,169 4,212			
	WA	TER TO BEER 3:1				
Broad Leaf/W	Vivant Water usa arehouse Water Usa	age (MM gallons)	N/A 1.75 0.26	N/A 1.96	-10.7% ↓	-6.6% ↓
	10% ONSITE RENE		ITY			
		Actual Readings Estimated	6.4% 8.2%	11.5% 11.5%		-5.0% -3.2%
ANNUAL REDUCTION IN CARBON FOOTPRINT/SALES						
Bro	Vivant ad Leaf/Warehouse	Electricity (kwh)	430,719 188,803	469,187 16,463	-8.2% ↓	-3.9% ↓
	Offsite W	H Estimate (kwh)	25,475	116,316	-78.1% 🌡	-77.1% 🌡
Broa	Vivant ad Leaf/Warehouse	Natural Gas (ccf) Natural Gas (ccf)	36,270 12,583	37,182 2,136	-2.5% ↓	2.0% †
	Carbon	Footprint (co2e)	803.4	765.0	5.0%	9.9%

761.6

725.0

5.0%

Carbon Footprint (co2e) with offsets



9.9%



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 2019 this philosophy resonated with people in many ways.

Grand Rapids

200 most powerful and influential people

Grand Rapids 200 is a comprehensive list of the most powerful executives in more than 20 industries in Grand Rapids. The most highly selective biographical database of business leaders in Grand Rapids, the resource list of individuals was compiled based on a number of factors including the size of a given company or organization, growth rate, geographical reach, and extensive personal contacts. Owner and president Kris Spaulding was included on this inaugural list in the Food & Beverage category.





Best of the West

Revue Magazine's reader's choice poll showed us some love.

Brewery Vivant:

#2 Best Brewery#3 Best Burger, Desserts

Broad Leaf:

#2 Best New Brewery



Salut!

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

Cheap Emotion

Our Staff Rocks

'Cheap Emotion' is a Grand Rapids-Based Indie-Emo/Punk-Rock Group consisting of Broad Leaf's own Devon Cline and Lake Brown along with Wilbur Murphy and Nic Herman. The band is coming up on their five-year anniversary and they are always excited about playing mutually beneficial shows like they did for the announcement of Broad Leaf's concert venue on December 27th. As a band, they are actively seeking and trying to perpetuate safe spaces within venues. We look forward to hosting them more often at Broad Leaf and celebrating the many talents of our team members!

They contiue to play at Broad Leaf on the regular.







Salut!

Square Roots

Food for Thought

Long-time brewer Josh Chilcote left Vivant in 2019 to join the team at Square Roots - an innovative company that combines technology with growing food to reduce travel time for plant to consumer. Square Roots is looking to achieve a fresh and hyper local solution using modular growing containers, each with their own unique climate tailored to that particular crop. They currently grow basil, mint, chives and are starting microgreens. Josh's role is to keep a smooth flow while looking for ways to improve process and system mechanics. The basis of these farms are meant to fill the gap in the food deserts that are around the States and world. With Square Roots being a Kimbal (and Elon) Musk endeavor, there is even talk of being able to grow food on Mars!



Caylor Maurer

Murals and More

As we designed Broad Leaf we wanted to incorporate a lot of art and color into the space. Artist and long-time Vivant server Taylor Maurer was our chosen muralist to bring some character to our restrooms. Taylor's work tends to start geometric and fold into organic. She pushes boundaries and explores new mediums. In her words, "the opportunity to paint the murals at Broad Leaf challenged me to experiment with three-dimensional space and produce something large-scale. This inspired me to bring one of my small-scale drawings into reality, and was something I was really excited to materialize and share with others."

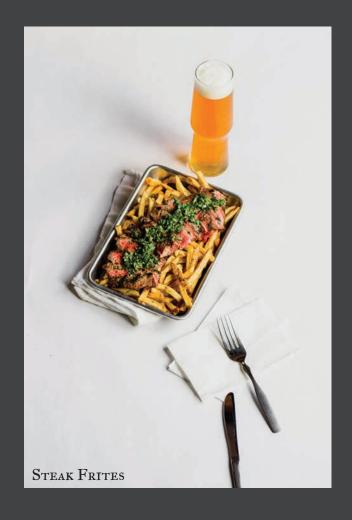




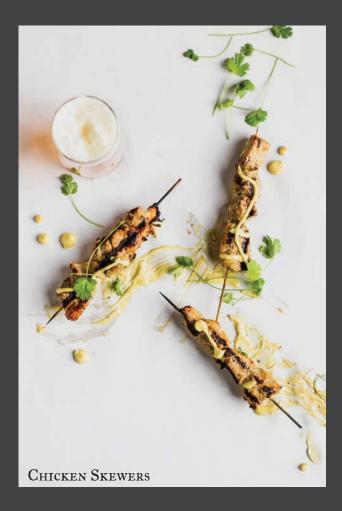


Food pics from Broad leaf's from scratch kitchen

(PHOTOS BY STACY FEYER-SALO)







People

Goals:

1% of sales to local charities

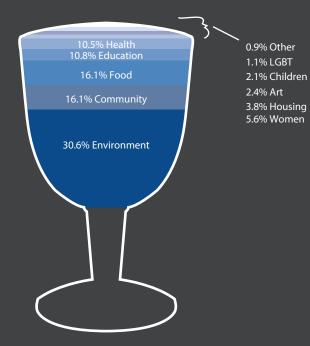
450 employee volunteer hours

0 safety incidents



Percent of sales donated

This year we donated 0.9% of our sales to our local nonprofit partners. We focused mostly on initiatives supporting environmental protection & education, food accessibility, building a stronger community, K-12 education and various health related causes. Those donations took many forms including cash, sponsored beer and hosting our partners in our spaces.



227.25

Volunteer Hours

We volunteered 237.25 hours with our community partners! We had 56 staff do activities including working on various farms, planting trees, assembling sack suppers, baking treats and more.



Safety incidents

Our goal is 0 safety incidents and we had 3 recordable instances where an employee had to seek medical attention, 2 were in the restaurant and 1 in the brewery. 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 (Broad Leaf)

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.

Friends of GR Parks (Vivant)

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

Grand Rapids Red Project (Vivant)

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.

Plaster Creek Stewards (Broad Leaf)

Plaster Creek Stewards is a collaboration of Calvin University faculty, staff, and students working with local schools, churches, and community partners to restore the health and beauty of the watershed. They focus on research, education, and on-the-ground restoration (working directly to restore the watershed).

River City Wild Ones (Vivant)

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.

The Refugee Center (Broad Leaf)

The Refugee Education Center supports refugees in their journey to become fully participating members of the West Michigan community. They envision a thriving, multicultural West Michigan community where all have an opportunity to pursue a better future!

Kent District Library (Broad Leaf)

Kent District Library challenges the traditional concept of a library. Yes, there are books to check out, but also bicycles, iPads, Wi-Fi hotspots and GoPro cameras. Cardholders have access to one of the largest digital collections in the country, featuring eBooks, eAudiobooks, streaming or downloadable movies, music, games and even a digital comic book collection.

Safe Haven (Both Pubs)

Safe Haven Ministries is one of the largest area emergency shelters for survivors of domestic abuse. On top of providing no-cost and confidential shelter space, Safe Haven provides many non-residential services including case management, support groups and trauma intervention for children.

Kentwood Public School Foundation (Broad Leaf)

Kentwood Public Schools Educational Foundation is a community funded, volunteer driven organization. Their mission is to increase the value in our community's public education through educational grants to KPS faculty, corporate and memorial scholarships and partnering business giving with classroom needs.

Kids Food Basket (Both Pubs)

Kids' Food Basket is a grassroots, community solution to childhood hunger. They engage all who care about children reaching their full potential.

People

53.3

Turnover Rate

Our overall turnover rate was 53.3% which is just over our average. Of that 42.7% 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).



Vivant Minimum Wage

Our minimum wage is equal to or above the 1 Adult Living Wage for Grand Rapids-Wyoming Metropolitan Area which was \$11.27 in 2019. 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.



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 7 staff participate and get a total of 67 stars.



Points

With the addition of Broad Leaf, we had 8 teams competing for the most volunteer hours and stars over the year. This year we had a tie between teams Fluff n Puff (Rebeka, Phil, Natalie, Mitus, Clelia, Hannah, Broks, Joel and Lyndsey) and Golden Alicorns (Jason, Dan, Jodi, Ryan, Marco, KSD, Jessie, Ward and Jesse).



Community Partners

One of the great perks of operating two pubs is that we get to work with so many outstanding community partners. The history of beer is full of breweries being front and center as a meeting point and place where discussion and innovation takes place. We are proud to carry on that tradition.

Middleton Printing

Braille Pale Ale

We print many of our labels at local print shop Middleton Printing. They came to us with an idea of putting braille on our small run labels. We thought it was a great idea and we've been putting braille on all of our Broad Leaf labels ever since we opened. This past year for Site:Lab's Project One venue we created a beer with Site:Lab and had Not Design help us with the label. The idea was to make a label where the whole design was based around braille. It speaks to inclusivity and re-imagining what it means to communicate visually as well as texturally.



Fountain

Street

150 years!

Fountain Street Church celebrated their 150th year in 2019. We were honored to brew a beer for them, Fountain Streeter, as part of their year-long celebration. Our mutual interest in encouraging and supporting a vibrant and connected community made this a special collaboration.

Roeze

CREAM-NUN Juscillate Peau Satter Claster STOUT

Cream-Nuts Stout

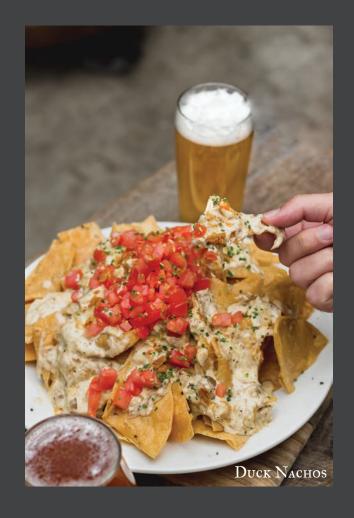
We always love getting Koeze treats, so when the opportunity arose to team up with the local peanut butter and nuts purveyor we jumped at it.

Together we created Cream-Nuts Chocolate Peanut Butter Cluster Stout - a beer meant to taste like the delicious treats.

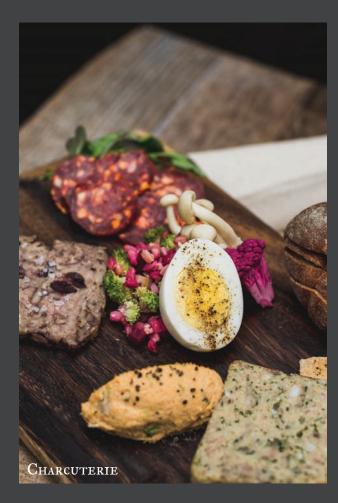


Images of Vivant's from scratch menu

(PHOTOS BY STACY FEYER-SALO)







Planet

Goals:

Zero waste

Water to beer ratio of 3:1

10% on-site renewable electricity

Annual reduction of our carbon footprint



Waste to Landfill

Compared to 2018, our overall waste to landfill percent at Vivant increased from 1.0% to 1.2%. If we take spent grain out of the calculation, we stayed neutral with 1.8% of our waste going to the incinerator. Combining Vivant and Broad Leaf we are tracking at 4.0% without spent grain included and 2.7% with spent grain included.

At Broad Leaf we have the added challenge of another tenant in our building that uses our same dumpsters as us. We are working with them to understand how to properly separate their waste and identify what can be recycled and composted.

	Viv	Broad Leaf	
	31,040	31,899	3,013
Recycling (lbs)			
	2019	2018	2019
Cattle (lbs)	273,998	386,350	NA
	2019	2018	2019
Compact (suft)	8,424	8,424	1,169
Compost (cu ft)	2019	2018	2019
	2,808	2,808	4,212
Trash (cu ft)			
	2019	2018	2019



Lbs Total Recycled

Our overall recycling numbers at Vivant went down in 2019 but company-wide it increased. We recycled 728 pounds of latex gloves during the year but were disappointed to determine that we could no longer participate in the program due to logistical and sanitary challenges. Another challenge we experienced was receiving invoices from one of our recyclers as opposed to receiving checks. This was due to the recycling market



Renewable Energy

We can verify that we produced 41,402 kWh of electricty from the sun with our 192-panel solar array in 2019. This amounted to 6.4% of our overall electricty use and 9.1% of our usage at the Cherry Street location. We had a technical challenge during the summer months where one of the arrays wasn't sending signals about its production to the tracking system so we estimate that we actually produced 54,167 kWh of electricity which would be 8.4% of our overall usage and 11.6% at Cherry Street.



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



5.0%

Increase in CO2 Footprint

Our carbon footprint went up 5% this year. We saw a 23.2% increase in our Scope 1 and a 11.6% increase in our Scope 2 related emissions. These increases are attributed to adding the Broad Leaf pub and warehouse operation. Our natural gas and electricity usage actually went down at the Vivant location by 2.1% and 5.9% respectively.

Our total Scope 3 emissions decreased this year by 15.5%. This is attributed to selling fewer burgers than in 2018 as well as eliminating our sales team partway through the year which greatly reduced employee miles driven.



	10113 002
Total Scope 1	306.9
Brewery & Pub Natural Gas	194.1
Admin Office Natural Gas	3.4
Lake Eastbrook Natural Gas	68.9
Company Owned Vehicle 1	2.2
Company Owned Vehicle 2	2.7
Company Owned Vehicle 3	8.2
Company Owned Vehicle 4	2.0
CO2 from Fermentation	5.2
Purchased CO2	20.6

Metric Tons CO2e



· Total Scope 2	448.4
Brewery & Pub Electric	282.2
Lake Eastbrook Electric	140.3
Off Site Warehouse Electric	1.9
Rented Warehouse Electric	17.0
Admin Office Electric	5.1
Wood Room Electric	2.0



1 novan ecolos e	90.4
Employee Car Travel	5.6
Employee Air Travel	1.9
Burger Beef	88.9

Offsets	44.7
Total Emissions	851.7

Consumer's Energy 10% RPS Mandate 44.7

Total Emissions w/Offsets 807.1

Planet

27%

Staff living within one mile of the brewery

62% of our staff live within 5 miles of the brewery they work at, making it easy for them to walk, bus, or ride their bike to work and cutting down on their CO2 emissions. 77% of Vivant staff and 20% of Broad Leaf staff are within 5 miles. This highlights one of the benefits of locating in a neighborhood as Vivant is as opposed to locating in a commercial district like Broad Leaf.

27 %
live with in one mile



62 % live within five miles



Building Blox

Repurposed Materials at Broad Leaf

We wanted to incorporate a lot of repurposed materials when creating Broad Leaf. One of our favorite partnerships in this was with Grand Rapids-based Blox which was founded out of a desire to repurpose shipping containers into functional, esthetically pleasing works of art for architectural structures.

Their mission is to provide their clients a sustainable alternative to conventional construction using the inherent benefits of ISBU's (Intermodal Steel Building Unit). Our kitchen, private space, booths, and bar and brewery fascias are all from Blox and we think they look pretty amazing in the space!







We are closing a loop in our brewing operation with our partnership with CASEQ Technologies - a carbon dioxide recapturing start-up in Holland, MI. Breweries produce as much as 5 barrels of CO2 for every barrel of beer brewed during the fermentation process. CASEQ's technology captures the CO2 during fermentation, scrubs it clean and then liquefies and stores in a tank for use in purging tanks and carbonating beer. There has been technology like this for larger breweries but nothing for a brewery our size until now.

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 overall expenses from Michigan went up almost 7% from 2018 and our beer inputs was up almost 6%. The biggest impact on these was a decrease in purchases of our base malt from Western Canada. The suppliers we spend the most with each year are consistently our largest two food suppliers, our employee health plan provider, our base malt supplier, our beer can provider and our credit card processor. In 2019 39.5% of our top 50% of spend was with Michigan based companies compared to 30.5% in 2018.



75% Expenses within Michigan

68.1%

50% Food inputs grown in Michigan

28.2% Broad Leaf 45.0% Vivant

25% Beer inputs grown in Michigan

23.1%

Brewery Collaborations

In 2019 we teamed up with local breweries to not only create delicious beers, but also to learn a bit about different processes and to have a bit of fun.

Included in our collabortion efforts at Broad Leaf were: Speciation Artisan Ales* - The World Beyond your Head Eastern Market Brewing - The Terrible Beasts Rake Beer Project - Fusion Rocket

Watermark Brewing - Star Tide and

Mitten Brewing - who we teamed up with on beers at both Broad Leaf and Vivant.

"I'm in Love with the Mitten" with Vivant and "Ain't that a Lotta Love" with Broad Leaf.
Both Mitten collabs benefited Safe Haven Ministries.

*Not pictured because it happened before we started taking pics on collab days - love you guys.



Profit

16.1

Well Beyond Cow Neutral

We sold 15,032 burgers at Vivant and Broad Leaf in 2019. That equals 16.1 cows consumed by our patrons. Thankfully we get a steady supply of local, humanely raised beef through our partnership at Vivant with Wernette Cattle Company in Remus and our partner for Broad Leaf, Country Dairy.

30

Cows fed

Over the course of 2019, we gave away 273,998 pounds of spent grain to a local cattle farmer. At 25 pounds of grain eaten per cow per day, we fed 30.0 cows putting us well over cow neutral.





Profit

145

Unique Beers Brewed

We brewed 145 unique and tasty styles of beer in 2019 - 8 more than 2018! We sold more Farm Hand pints than any other beer, followed by Hop Field and Big Red Coq.



650

Total Vivant Monks and Leaf Pile Members

Our Monks and Leaf Pile members are our best customers. These community members choose to invest in us with their loyalty and dollars, so in return we give them discounts and great experiences. The Monk Club opens its membership each December, while current monks get the opportunity to renew in November. The Leaf Pile is open for membership throughout most of the year.

4,600

Total barrels sold

We sold 26% of our beer in the Vivant pub, 5% in the Broad Leaf pub and 70% of our beer into distribution. 26%
Vivant Pub
5%
Broad Leaf Pub
70%
Distribution



Jesse and Terry brewing up a beer with Kuma from Cultivate in Ypsilanti





Vivant and Broad Leaf employees in 2019:

Rebeka Adema, Vanessa Aguilar, Courtney Allen, Kate Avery, Jules Bass, Jason Blahnik, Morgan Blinn, Lakelan Brown, Bernie Butgereit, Hope Byron, Matt Cavendar, Josh Chilcote, Dan Christmann, Jaclyn Clark, Devon Cline, Ron Como, Matt Cook, Kaitlin Cota, Millie Cox, Jacob Derylo, Tyler Doolittle, Brian Downs, Jeff Duba, Ryan Engemann, Jon Fiegel, Danny Fitchett, Courtney Gray, Nina Gropp, Alec Hamelink, Mechial Harrison, Chris Heckman, Jodi Heiss, Chris Hoeksema, Allison Hoekstra, Kendra Hoffmeyer, Taylor Holwerda, Andrew Hopewell, Grace Houseal, Jason Irwin, Hannah Jablonski, Hanna Jeffers, Jeremy Johnson, Eli Justice, Eamon Kentchum-Robie, Levi Knoll, Adam Kochanski, Dirk Konyndyk, Brian Kuszynski, Terry Lancaster, Stephanie LaVigne, Phil LaViolette, Adam LeClaire, Natalie Maloney, Zach Manning, Trevor Mapes, Steven Martinez, Taylor Maurer, Holly Midcalf, David Milanowski, Laurel Mills, Chris Mitus, Sage Nah Mabin, Alicia Niekowal, Kristen Nunnelly, Kyle Nunnelly, Sam Ollie, Nate Oostendorp, Joaquin Ortiz, Jessa Otte, Kellen Parr, Aaron Petit, Liz Pierce, Savanah Pond, Santos Puactecun, Jared Rader, Clelia Ramirez, Ryan Reichle, Nick Richardson, Jefferson Rinck, Marco Ruiz, Hannah Safford, Kate Sartorius Derylo, Ryan Scarborough, Joe Schreuder, Holly Seales, Noel Sexton, Nikki Shapow, Steven Showers, Kailey Smith, Maggie Stangis, Derek Stek, Chris "Bates" Stoffel, Brendan Strohschein, Raelene Struckmeyer, Kai Suprenant, Michael Swanson, Brooks Twist, Joel VanAbbema, Mitchell VanDenBerg, Chris Vander Meer, Laura VanEngen, Jessie VanNetten, Katy VanTol, Katy Waltz, Ward, Jesse Weinkauf, Charley Wellman, Lyndsey White, Adam Winguest, Christian Wood, Maeve Young, Evan Zandstra



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!