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Press Release
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Milwaukee Brewing Co. Joins the Innovative Green Tier Program

MILWAUKEE - Milwaukee Brewing Company (MBC) was initiated into the Wisconsin DNR's Green Tier Program today. Running the brewery off of biodiesel, a thriving relationship with urban farm, Growing Power and new solar panels have earned the brewery a "green" reputation. In order to be accepted into the DNR's program the applicant must have a clean environmental record, have a willingness to exceed regulatory requirements and a commitment to a formal Environmental Management System or plans to adopt one.

Milwaukee Brewing meets the DNR's qualifications for the program in several ways, one of which is by returning water used to cool fermentation tanks back to a hot water reserve to use later. This alone saves hundreds of gallons of water during each brew session.



In 2006 they engineered a boiler to run on vegetable oil waste. This waste is sourced from local restaurants and Milwaukee County Parks and provided about 30 percent of the brewery's heating needs in 2011.

MBC was the first microbrewery in Wisconsin to install a canning line. Cans require less energy than bottles and are 100 percent recyclable.

Over the past several years the brewery's relationship with Growing Power has expanded. The urban farm collects several loads of nutrient rich spent grain from the brewery on a weekly basis.

In addition, Milwaukee Brewing Company is currently finishing the installation of a solar hot water system, a project in which Milwaukee Shines was a great partner. This solar



project will reduce the brewery's energy costs as well as showcase the company's commitment to sustainable brewing practices. The installation includes 28 solar panels located on the roof, which will be used to pre-heat the water used in the brewing process.

"Milwaukee Shines and the Me2 program provided the technical expertise, incentives, and financing that made this project possible. "These innovative City of

Milwaukee energy programs are designed to help business owners and residents see an immediate reduction in their energy bills, while creating local jobs for our citizens and creating a better environment for our community," said Amy Heart, City of Milwaukee Solar Program Manager.

"Milwaukee Brewing Company is a great example of a Green Tier business that constantly strives for ways to increase their triple bottom line, People-Planet-Profit. They have demonstrated a firm commitment to driving down their environmental footprint while producing world class craft brews. The innovative ideas and techniques they have adopted set a high standard for all to aspire to achieve. Through the complete implementation of an environmental management system we are confident they will remain on the cutting edge of beer production and environmental results." says DNR Sector Development Specialist, Gregg Breese.

Through hard work and dedication Milwaukee Brewing Company has been committed to sustainability since construction in 2006 and is confident in maintaining a sustainable, creative and innovative environment. "We're so proud to be a part of the DNR's Green Tier program. Having recognition on the state level for our hard work means a lot to me and everyone who works here. We've taken the initiative since day one and to see what our sustainability efforts have grown into amazes me. It's very exciting but, this is just the first step."

