



Beer the change[®]...

Brewery Vivant's 2016 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.



Certified



Corporation



**BETTER
DRINKING
CULTURE**



March 17, 2017

We are often asked why we focus on sustainability within our business. The simple answer is that we feel that it is the right thing to do. 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.

Not every member of our local community will walk through our doors or purchase our products at a retailer. But, if we can have a positive impact on the many people that make up our beautiful neighborhood and city, we will have succeeded in our mission to “promote living the good life by brewing farmhouse inspired beer, serving a from-scratch menu and building a sustainable community one beer at a time.”

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 2015 to 2016.

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

	2016	2015	% Change	Intensity Change
90% OF ALL PURCHASES FROM 250 MILES	66.4%	63.5%	2.9%	↑
75% OF ALL PURCHASES FROM MICHIGAN	63.1%	58.5%	4.6%	↑
50% OF FOOD FROM 250 MILES	45.7%	25.7%	20.0%	↑
10% OF FOOD INPUTS FROM VIVANT FARM	0.7%	0.5%	0.2%	↑
25% OF BEER INPUTS FROM 250 MILES	7.7%	4.7%	3.0%	↑
1% OF SALES TO CHARITY	1.0%	1.0%	-0.0%	↓
25% OF DONATIONS TO EAST HILLS	42.2%	47.1%	-4.9%	↓
200 EMPLOYEE VOLUNTEER HOURS	248.5	176.5	29.0%	↑
ZERO SAFETY INCIDENTS	4	2	100.0%	↑



Summary

	2016	2015	% Change	Intensity Change
ZERO WASTE TO LANDFILL				
Recycling (cu ft)	8,491	5,032	68.7% ↑	58.6% ↑
Compost (cu ft)	12,636	12,636	0.0%	-6.0% ↓
Cattle Feed (lbs)	331,504	324,945	2.0% ↑	-4.1% ↓
Trash (cu ft)	2,808	2,808	0.0%	-6.0% ↓
WATER TO BEER 3:1				
Ratio	N/A*	10.0:1		
Water Usage (million gallons)	1.994916	1.585012	25.9% ↑	18.3% ↑
*did not measure				
10% ONSITE RENEWABLE ENERGY				
	6.5%	0%		6.5% ↑
ANNUAL REDUCTION IN CARBON FOOTPRINT/SALES				
Electricity (kwh)	349,013	366,597	-4.8% ↓	-10.5% ↓
Natural Gas (ccf)	34,762	35,862	-3.1% ↓	-8.9% ↓
Carbon Footprint (co2e)	609.2	638.7	4.6% ↓	-10.4% ↓
Carbon Footprint (co2e) with offsets	366.7	365.8	0.2% ↑	-5.8% ↓





31ST LARGEST BREWERY SOLAR ARRAY IN THE WORLD (source: solarplaza)
192 SOLAR PANEL ARRAY, C. 2016

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 2016 this philosophy resonated with people in many ways.



110

B Corp Points

In May we were recertified as a B Corporation, raising our original score from 86 to 110. The increase was primarily due to our continued commitment to supporting the local economy and community, as well as through the implementation of new internal policies and programs that help us be a business as a force for good.

What makes us a better company?

B Impact Report

Certified since: May 2014

Summary:	Company Score	Median Score
Environment	40	7
Workers	21	18
Customers		N/A
Community	35	17
Governance	13	6
Overall B Score	110	55

2016

Certified

We've proven ourselves to be an establishment that helps advance the initiative of helping to reshape our culture's relationship with alcohol by putting customers before profits and quality above quantity through our pub's 4 drink limit per customer and a food and beer pairing class for our front of the house employees. We focus on the creative craft of our food and beer and hope to extend this attitude to our customers and employees.



Salut!

Angelina

2016 launched our much anticipated Plein de Vie series of wood & wild fermentation beers. Angelina, long famous around the brewery as the first barrel ever filled here, won Bronze at the 2016 Great American Beer Festival in the highly competitive wood- and barrel-aged sour beer category.



**2016
BRONZE**

Wood- and
Barrel-Aged
Sour Beer



Can Can Awards
SILVER

Before the launch of Plein de Vie, we experimented with sour and wood-aged beers in an aluminium vessel; the 16oz pint can. PARIS was one of our first experiments. In 2016 it won best sour beer in the exclusively canned beer awards, the Can Can Awards.



BREW *the* **CHANGE**

Ten Certified B-Corp craft breweries came together in the spirit of interdependence and created Brew the Change, an inspired, purpose-driven ale. The ale, brewed with honey, cranberry juice, and Yerba Mate, debuted in Philadelphia at the Best of the World Retreat.



Best of the West
Revue Magazine's reader's
choice poll named Brewery
Vivant

- #1 Best Service
- #1 Best Atmosphere
- #2 Best Brewery
- #2 Best Burger, Best Fries
- #3 Best Festival: WABF



Salut!

One of our favorite things to do is support our staff members that are working on their own projects and pursuing dreams. We'd like to toast these three former and current staff that are building amazing, sustainable businesses in our community.



Better Biergarten

Our former Assistant General Manager and original Abbott of Brewery Vivant beer, Rick Muschiana, recently opened a restaurant and biergarten on the West Side of Grand Rapids. What started as a simple biergarten to preserve green space, improve on blight, and promote community, has blossomed into a seasonal Nordic inspired restaurant with a fantastic beverage program (with Brewery Vivant beers on tap). Rick says that the culture of sustainability at Brewery Vivant was extremely impactful on him and changed the way that he thinks about the food and beverage industry.



Happy Cows

Jeff Duba, one of our servers since 2011, owns Duba & Company, a Heritage Beef brokerage business. Heritage meats are rare breeds of livestock raised primarily on pasture and without growth hormones or prophylactic antibiotics. Because of the longer time that it takes to raise and finish these animals, these rare breeds of beef were left behind when agriculture industrialized. We support his vision and align with his company values, so we asked him to help us source a more sustainable beef supplier which turned out to be Wernette Cattle Company (more on pg 22).

PLAINSONG FARM

Bethany Homegrown

Bethany Edwardson, one of our longtime bartenders, started Plainsong Farm, a Community Supported Agriculture (CSA) farm and non-profit ministry that has used only organic methods since their inception. Through Plainsong's 'Sow it Forward' program, members of the farm and greater community can purchase a CSA share and have it donated to a local food pantry partner helping to get delicious & nutritious vegetables from their farm to people who would otherwise not have easy access. Come support Bethany and Plainsong Farm at our Benefit Night on August 14th.





HOPYARDS OF KENT

People

Goals:

1% of sales to local charities, 25% in the East Hills neighborhood

200 employee volunteer hours

0 safety incidents

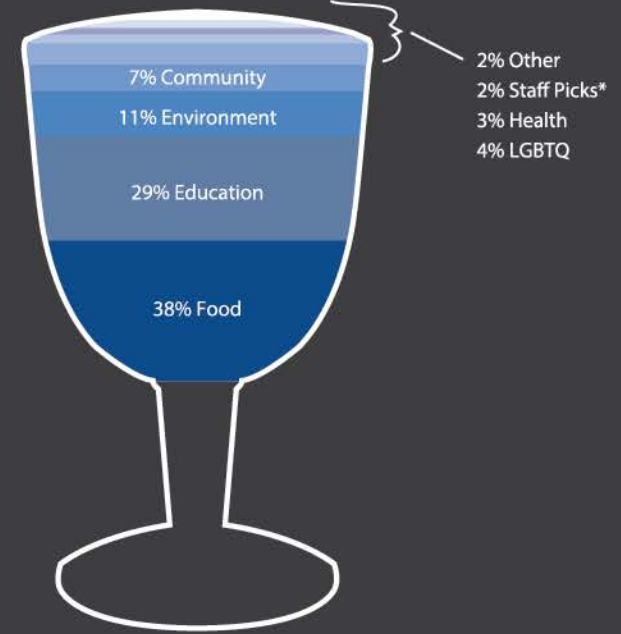


1.0

Percent of sales donated

In 2016 we donated 1.0% of our sales to charity. Of the total amount, 42.2% was donated to organizations or helping residents within the East Hills neighborhood.

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



248.5

Volunteer Hours

Our staff volunteered 248.5 hours with our community partners this year. We had 43 different staff members participate in at least one activity doing everything from decorating Congress Elementary's multipurpose room to planting trees to serving guests at a Kids' Food Basket fundraiser.

4

Safety incidents

Our goal is 0 safety incidents. We had 4 recordable instances where an employee had to seek medical attention, though these were minor injuries with short-term impacts. Comparatively, the brewing and restaurant industry averages are 3.9 recordables per 100,000 hours worked (48 Full Time Equivalents) and 1.5 recordables per 50 FTE's per year which is close to our size.

People

Benefit Nights at the Pub

Every-other-month we invite a local non-profit organization to the pub and share a percentage of our sales that day with the organization.



Feb 29, 2016

The Grand Rapids Creative Youth Center prepares kids for life's adventures by supporting their writing and amplifying their voices through a free program for all students attending Grand Rapids Public Schools.



June 13, 2016

Well House provides safe, affordable housing to the Grand Rapids' homeless population by purchasing vacant, boarded-up houses and bringing them back to life.

LandConservancy
OF WEST MICHIGAN

October 17, 2016

The Land Conservancy of West Michigan conserves land by creating public nature preserves, providing support to communities and local governments creating natural areas, and helping private landowners protect their own land.

the grand rapids Red project
improving health • preventing HIV • reducing risk

April 28, 2016

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.



August 15, 2016

The Outdoor Discovery Center Macatawa Greenway (ODCMG) is a non-profit education and conservation organization in Holland, MI that connects people to nature which in turn benefits wildlife and the natural world.



December 12, 2016

Urban Roots is an urban community farm and education center located in Grand Rapids' Madison Square Neighborhood.



People



Living the Bon Vivant

We started a wellness program this year that included a variety of ways to help our staff live the good life. Highlights included a weekly on-site yoga class with Mindful Vinyasa, 5 staff-led discussions on topics like happiness and stress, a writing workshop, and a reimbursement for physical fitness related expenses.

Vinyasa

Mindfulness Classrooms Project

Each Friday morning we offer free yoga to our employees led by an instructor from Mindful Vinyasa. We feel great about contracting their services because they've established a program that teaches mindfulness techniques to public school classrooms, including those in our next door neighbor, Congress Elementary. It's called the Mindful Classrooms Project and it works to help kids reduce anxiety and appropriately respond to the stresses of life through practicing mindfulness.

166

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 14 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 26 staff participate and get a total of 166 stars - this was more than double the stars from 2015.

103

And the winner is...

To encourage staff to participate in our volunteer events and the You can beer the change... program, we put everyone on one of 6 teams and the team with the most stars and volunteer hours won a prize at the end of the year. "It's War Time!" was the ultimate winner with 103 points overall. We donated to the Rwanda Craft Brewery Project in their name. This is a project spearheaded by fellow Certified B Corporation Beau's All Natural Brewing to support the first female owned craft brewery in Rwanda.



People

12

Gazelle Girls

We partnered with fellow Certified B Corporation Gazelle Sports by being the beer sponsor for their Gazelle Girl half marathon. This all female running event attracts & inspires thousands of women and all proceeds benefit organizations that serve and empower women and girls.

In 2016 the race benefited 4 different charities: Grand Rapids Opportunity for Women (GROW), Kent County Girls on the Run, The YWCA of West Central Michigan, and The Gazelle Sports Foundation.



12 of our BV women ran the race in 2016. Two not pictured here... someone had to open the Pub!

48.4%

Turnover Rate

Our overall turnover rate was 48.4% which is the highest it has been in 4 years. Of that, 33.9% was voluntary turnover which is the same as 2015. 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).

\$10.25

Vivant Minimum Wage

Our minimum wage is equal to the 1 Adult Living Wage for Grand Rapids-Wyoming Metropolitan Area. 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.



EMPLOYEE APPRECIATION DAY



Planet

Goals:

Zero waste

Water to beer ratio of 3:1

10% on-site renewable energy generation

Annual reduction of our carbon footprint



<1%

Waste to incinerator

Compared to 2015, our overall waste to landfill percent decreased 0.02% to 0.86%. If we take spent grain out of the calculation, we have a slight decrease from 1.3% to 1.2% of our waste going to the incinerator.

8,491

Cubic feet recycled

Our overall recycling numbers went up in 2016 as we increased the amount of brewery packaging waste that we are bringing to a local recycler. This is primarily made up of shrink wrap, plastic banding, and corrugated boxes.

Recycling (cu ft)	8,491	5,032
	2016	2015
Compost (cu ft)	12,636	12,636
	2016	2015
Spent Grain (lbs)	331,504	324,945
	2016	2015
Trash (cu ft)	2,808	2,808
	2016	2015

97.0%

Landfill diversion

We had a zero waste goal for our Wood Aged Beer Fest and contracted The High Five Program to help us out again. We ended up producing 4.96 yards of waste of which 0.88 (17.7%) was recycled, 3.93 (79.2%) was composted and 0.15 (3.0%) was sent to the landfill.

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



366.7

Metric tonnes of CO₂e

The installation of our 192-panel solar array in 2016 was an exciting project in that we produced over 22 megawatts of energy from the day it was turned on in July through the end of the calendar year. This is all energy that we can count as 0 emissions so it is not represented in the chart.

The solar array did cause some unforeseen challenges with calculating an accurate carbon footprint, however. The original electric meters installed by Consumer's Energy were not functional for July and August making our overall footprint without offsets an inaccurate measure. That said, we continue to purchase 100% renewable energy from Consumer's for both our Cherry Street location and our warehouse, so the net effect on our carbon footprint with offsets is null.



Total Scope 1

	Metric Tons CO ₂ e
Natural Gas	189.3
Company Owned Vehicle 1	4.4
Company Owned Vehicle 2	4.3
CO ₂ from Fermentation	5.4
Purchased CO ₂	18.7



Total Scope 2

	Metric Tons CO ₂ e
Cherry St. Electric	237.0
Fulton St. Warehouse Electric	5.6
Offsite Warehouse Electric	8.4



Total Scope 3

	Metric Tons CO ₂ e
Employee Car Travel	16.7
Employee Air Travel	1.4
Burger Beef	118.0

Total Emissions 609.2

Offsets 242.6

Green E-Purchases 242.6

Total Emissions w/Offsets 366.7

Planet

31.1%

Staff living within one mile of the brewery

69% 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 cutting down on their CO2 emissions. This is a big decrease from prior years so we are looking for more ways to encourage alternative transportation among all.

31.1 %
live with in one mile



69.0 %
live within five miles



26%

Increase

We brewed about the same amount of beer this year as last, but used 26% more water. Our biggest increase was due to swelling the 3 100-year old 40-barrel foeders we purchased to grow our sour beer program.

13,617

Cans Saved

You bought 217,872 ounces of beer in growlers at Vivant, most often Big Red Coq. By choosing the reusable growler, you helped us save over 13,500 cans!



Planet

40

Pounds

The Brewery started piloting the Kimberly-Clark RightCycle program which offers a way to recycle used nitrile gloves. In our first six weeks in this program we diverted 40 pounds of gloves from the landfill by shipping them back to KC to be recycled into durable goods. We hope to grow this program company-wide. Watch this stat next year as the program develops!



Green

Cleaning

Nearly all of our cleaning products are produced by a fellow B Corporation, EcoLogic Solutions. Their entire line of products are environmentally preferable and many are Green Seal certified. Their formulations are readily biodegradable and super-concentrated to reduce waste and packaging, and never tested on animals.



100%

Renewable Energy

All of the electricity we purchase for our pub, brewery, and warehouse 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!



Planet

Source: The Aluminium Association

70%

Recycled material in a beer can

A typical beer can contains 70% recycled material, the highest of any beverage container. The aluminum can is the only package that more than covers its recycling costs, helping to finance the collection and recycling of other materials such as glass and plastic.



60



Day Loop

An aluminum can is able to be recycled and back on the shelf as a new can in as few as 60 days.

1 oz.

Weight of one can of beer

An empty beer can weighs about 1 oz, while an empty beer bottle weighs about 6 oz, making cans less costly on the environment to ship at all stages.





MULICK PARK TREE PLANTING

Profit



Own vs Grown

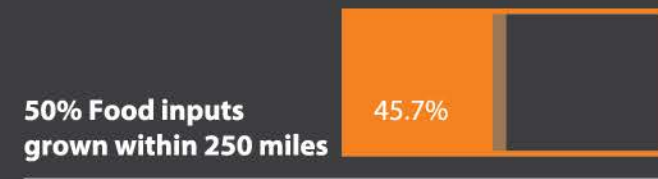
Our goals around local purchasing are centered on two things. The "expenses" goals are intended to support locally owned businesses and impact every purchasing decision we make. The "inputs" goals support local agriculture and recognize the value in locally grown or harvested ingredients.

An example of this distinction is that we count the dollars we spend on the bread we purchase from local bakeries in our expenses goal, but since the flour is not from wheat grown and milled locally we do not count that bread as a local input.

Buying local: Middleton Printing

As we began packaging more of our Brewer's Reserve, small pub-batch beers, we found we could increase our Local Spend and decrease our turn-around times by partnering with **Middleton Printing** in Wyoming (approx 5.5 miles from the Brewery). Since we've been working with them over the last couple years, Middleton has gone through an expansion itself, adding a 3rd shift to its busy production facility. More jobs for our neighbors. They also have invested in new technologies. Textures, laminates, spot gloss & metallic prints to show off our awesome beers.

Goals:



Profit

Cow Positive

21.4 Cows consumed

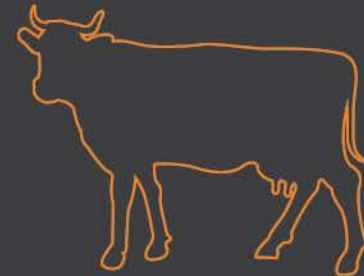
A contender for the Best Burger in Grand Rapids, we cooked to temperature 19,246 burgers in 2016. That equals 21.4 cows consumed by our patrons.

Over the course of 2016, we gave away 331,504 pounds of spent grain from brew days to a local cattle farmer. At 25 pounds of grain eaten per cow per day, we fed 36.3 cows -- putting us way over "cow neutral".



19,246 Burgers

=



21.4 Cows



Wernette Cows

All of our beef on the menu comes from Wernette Cattle Company. It's a family owned business that has been raising cattle in the same area (Remus, MI) for over 100 years and they plan to do so for the next 100, too. The way that they make sure they can keep carrying on is by taking care of the land and cattle. We feel great about using Wernette beef because of their commitment to being stewards to the land and animals.



Profit

345,840

Pints served at the Pub

Our wonderful patrons enjoyed over 345,840 pints of our beer over the course of 2016. We serve this beer in 7 styles of glasses to best compliment the style of beer we have created. Farm Hand is our best selling beer and yet it still only accounts for 7.5% of the pints sold in the Pub. That's a lot of variety! We brewed 100 different recipes and poured through them at the pub in 2016.



7.5% of Pub pours are Farm Hand

One in four pints poured in distribution is Farm Hand.



\$40,651

Total savings for our Monks

Our monks are our best customers. These community members choose to invest in us with their loyalty and dollars, so they get a personalized goblet, discounts on every beer they purchase and special benefits throughout the year.

4,693

Total barrels sold

We sold 1,441 barrels or 31% of our beer in the pub and 3,253 or 69% of our beer into distribution.

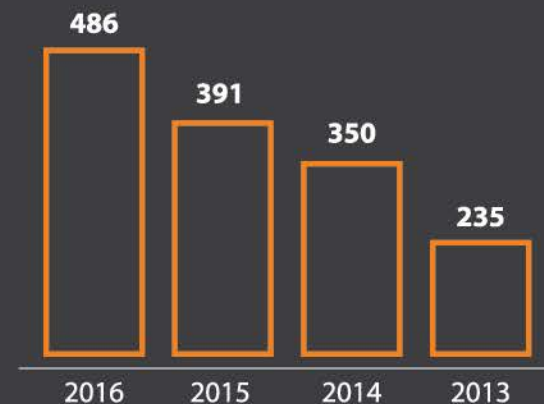


Profit

486

How often our cooks got some love

From the beginning, we've had an option on our menu for customers to "Tip the Kitchen" and buy them a pitcher. The trend of strengthening community connections between those who cook and those who dine increases social capital in a unique way that we're proud to have started in Grand Rapids. 486 of you loved your meal so much, you showed extra love to the cooks. That's a 24% increase from 2015! If you've ever heard the bell ring in our pub, this is why. Thank you.



17

PUBLIC
Thread

Totes sold!

Just in time for the holidays, we stitched together a partnership with Public Thread, a Grand Rapids-based cut-and-sew product manufacturer, keeps our grain bags out of the landfill by turning them into 4-pack and growler holders. We love collaborating with Public Thread because their sustainable business model of making high quality products with a fairly-paid local workforce aligns perfectly with our values of people, planet, and profitability.

43.1%

Citra Hops

Big Red Coq, our second best selling beer, features these beautiful citrus-forward hops. Over 1,400lbs of them! No surprise that Citra tops our hop order list for 2016. Strisselspalt (Farm Hand) makes up just 10.2% of our order.

Top 5 Hops

- Citra
- Palisade
- Centennial
- Strisselspalt
- Amarillo





#BVTRAVELS

@eurotrip_mayer on Lake Bailey in Keweenaw Peninsula



@mikeyrx in Christmas, MI overlooking Lake Superior



@attackeracker Monk 543 in Cannonsburg, MI on State Land



JonWaalkes in Fowl Cay, Exumas, Bahamas



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!

Active employees on December 31, 2016:
 Vanessa Aguilar, Jessa Avalos, Kate Avery, Jules Bass, Brandi Beckner, Tyler Beer, Jason Blahnik, Jon Brander, Ami Cassis, Josh Chilcote, Brian Coalter, Mitchel Cook, Nick Dearth, Jacob Derylo, Jeff Duba, Bethany Edwardson, Ryan Engemann, Liz English, Josh Fortuna, Jeff Hieftje, Chris Hoeksema, Jeff Hollingsworth, Andrew Hopewell, Grace Houseal, Adam Kochanski, Brian Kuszynski, Adam Lance, Stephanie LaVigne, Natalie Maloney, Zack Manning, Lauren Marchione, Scott Meeker, Holly Midcalf, Chris Mitus, Kristen Nunnely, Alison Pettibone, Giuseppe Piccione, Jared Rader, Ryan Reichle, Kelli Romani, Ed Ruble, Kate Sartorius Derylo, Noel Sexton, Nikki Shapow, Derek Stek, Chris "Bates" Stoffel, Raelene Struckmeyer, Brooks Twist, Joel VanAbbema, Chris Vander Meer, Jessica Vannetten, Ben Vanderput, Katy VanTol, Katy Waltz, Ward, Chris Weimer, Lyndsey White, Lindsey Williams, Abbie Witkowski, Maeve Young, Evan Zandstra