



NEWS RELEASE

Wisconsin Department of Natural Resources West Central Region

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SUBJECT: Central Waters in Amherst becomes first Green Tier brewery

AMHERST – Central Waters Brewing Company – a craft brewery that focuses on sustainability – has joined the ranks of Wisconsin companies committed to exceed the standards in environmental regulations.

At a ceremony at the brewery today, state Department of Natural Resources administrators joined local officials, company employees and business guests in celebrating the brewery's accomplishments and its commitment to a greener, more sustainable economy.

“Small businesses create jobs,” said DNR Secretary Cathy Stepp. “They are the life blood of the small and medium-sized communities that dot Wisconsin’s picturesque and diverse landscapes. Today, I am honored to recognize the owners and staff of Central Waters Brewing Company for their forward-looking commitment to an environmentally sustainable economy.

“Breweries large and small are an important part of our history and culture, and I am excited to welcome Central Waters as the first brewery in Wisconsin to achieve Green Tier status.”

According to the Brewers Association, craft brewers are carving out a growing share of their niche markets. Nationally, craft brewing is up 11 percent by volume and 12 percent in dollars. In 2010, there were 1,753 breweries operating in the United States, the highest number since the late 1800s. Wisconsin is well represented by this industry with more than 70 of those craft brewers operating here, which is more than double the national average.

Beer production is resource intensive. It uses a lot of water and a lot of energy. For this reason, DNR officials are especially pleased with Central Waters’ focus on sustainable beer production. Finding

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ways to reduce energy consumption is critical and so are efforts by business and industry to conserve fresh water supplies.

In 2009 Central Waters installed approximately 1,000 square feet of solar panels that economically convert energy emitted by the sun into usable and storable power. The system produces about 2,500 therms of energy per year. The brewery uses that energy to heat water for beer production, to warm the building with a radiant floor heating system and to provide hot tap water.

Anello said environmental stewardship plays a key role in the brewing company's success. The sustainability practices that make it stand out as a leader in the industry include:

- Remodeled the tap room with recycled barn boards and iron from local buildings.
- Installed a new grain silo that helps reduce the amount of packaging needed for materials that come into the facility and the amount of packaging that needs to be disposed.
- Works with another Green Tier participant, TOSCA LTD. to repair damaged kegs rather than disposing of them.
- Uses energy efficient lights and energy efficient motors in the brew house.
- Uses barley that is grown just 5 miles away which reduces transportation emissions and supports the local economy.
- Donates spent grain to a local community-supported agriculture (CSA) farmer for animal feed and compost.
- Promotes sustainability by bottling in reusable, half-gallon glass containers, called "growlers," and by using recycled content cardboard for packaging.
- Donates a portion of every sale of its *Shine On Ale* to the Midwest Renewable Energy Association.
- Purchases and retrofits used machinery and parts that would otherwise be scrapped.

"We originally implemented these initiatives because we believe in sustainability, but we quickly saw the benefits in energy savings these changes made," said Anello Mollica, co-owner of Central Waters Brewing Company. "Hopefully, other businesses, large and small, see us as a small business that found a way to do these things and save money in the long run, and we can be role models for them."

While implementing environmentally beneficial practices, Central Waters continues to grow. With the 2010 expansion of the building and current efforts to expand process lines, Central Waters is in position to almost double its production capacity. In 2006 it produced 750 barrels, in 2010 it was 5,000 barrels and company officials plan to produce 10,000 barrels in 2012.

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As a Green Tier participant Central Waters will continue to build on its sustainability efforts. The owners are considering putting in more solar panels and possibly using natural gas or biodiesel that would be produced on-site to meet their transportation energy needs. They are also looking into restoring the landscape around their facility to encourage native plant growth and to improve wildlife habitat.

The staff at Central Waters has a special interest in growing wild lupine, the only food that the endangered Karner blue butterfly eats in its caterpillar stage.

Green Tier encourages a collaborative approach to environmental performance between the DNR and Wisconsin businesses. As part of Green Tier, Wisconsin organizations voluntarily commit to reduce their environmental footprint by developing and implementing accredited environmental management systems.

Central Waters Brewing Company is a Tier 1 member of Green Tier. In exchange for a commitment to superior environmental performance, the DNR grants benefits to Tier 1 participants, including a single point of contact with the department for easier communications, the use of the Green Tier logo in written marketing materials, and annual public recognition of participation.

More details about the brewery can be found at <http://centralwaters.com/> For more information about Green Tier and Central Waters Brewing Company's participation, visit Green Tier at <http://dnr.wi.gov/org/caer/cea/environmental/participants/centralwaters/index.htm>