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**CONTACT:** Gregg Breese, DNR, 608-267-0802  
Russ Klisch, Lakefront Brewery, 414-322-8800

**RE: Lakefront Brewery welcomed into Green Tier program**

MILWAUKEE - Every Friday afternoon, visitors to Lakefront Brewery can take an Environmental Tour that highlights the Milwaukee microbrewery's dedication to sustainability. Today they heard about a new achievement: Lakefront's Tier 1 status in Wisconsin's Green Tier program.

Wisconsin Department of Natural Resources (DNR) Secretary Cathy Stepp formally welcomed Lakefront into Green Tier during a celebration at the brewery today. The innovative program supports businesses that are committed to superior environmental performance and believe economic and environmental health go hand in hand.

"For a business like Lakefront to thrive economically, to carry on our state's brewing tradition while making sustainability a top priority, is really a great accomplishment," said Secretary Stepp. "Green Tier gives DNR an opportunity to learn from and grow with business and environmental leaders, and we're excited to have Lakefront at the table."

Though new to Green Tier, Lakefront's sustainability principles have always guided their operations. "It has always been my practice to grow our business using as many good environmental practices as possible while trying to educate the public to be more environmentally sustainable through our efforts," said president and owner Russ Klisch.

When demand for Lakefront's beer necessitated a larger production facility, Lakefront chose to buy a former brownfield site. This saved the 1908 Milwaukee Electric Railway and Light Company's coal fired power plant building from demolition and it was redeveloped by DNR's Remediation & Redevelopment Program and other partners. Today Lakefront resides in this unique building and is an important part of Milwaukee's flourishing RiverWalk.

Lakefront's brewers also bring their sustainability ethic into the beer itself. They proudly introduced their Lakefront Organic E.S.B. (extra special bitter) in 1996, making it the U.S.'s first Certified Organic beer using 100% organic malt and hops. In another innovative step forward, Lakefront recently released the first beer since prohibition produced with ingredients 100% grown and processed

in the state of Wisconsin. The Local Acre Lager incorporates hops from Wausau and Amherst and barley from Wabeno and Humbird, creating a supply chain that supports both the state's brewing and agriculture industries while reducing Lakefront's transportation expenses and shrinking their carbon footprint.

Waste products from the brewing process at Lakefront are put back to work. Each week approximately 15,000 pounds of spent grain are sent to a Milwaukee-based non-profit, Growing Power (<http://www.growingpower.org/index.htm>), where they are added to its garden's nutrient-rich 'super soil'.

With acceptance into Green Tier, Lakefront will begin design and implementation of an Environmental Management System (EMS) to both guide future sustainability efforts and monitor the progress of their current environmental initiatives.

In exchange for a commitment to superior environmental performance, DNR grants benefits to Tier 1 participants including public recognition of participation, a single point of contact at DNR, the use of the Green Tier logo in marketing materials, and more.

If you would like to learn more about Lakefront's sustainability efforts, please visit <http://dnr.wi.gov/org/caer/cea/environmental/participants/lakefront/index.htm> or <http://www.lakefrontbrewery.com/main.html>.