



**Red Eye Brewing Co.
Wisconsin Department of Natural Resources**

News Release - July 29, 2013

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Red Eye Brewing Co. Achieves Green Tier 1 Enrollment - DNR Secretary Heads Ceremony Wednesday

Cathy Stepp, Secretary, Department of Natural Resources, will head a ceremony to enroll Red Eye Brewing Co. brew pub and restaurant in the Wisconsin Green Tier program at the Tier 1 level Wednesday at 2:00 p.m. at Red Eye, Washington Street, Wausau.

Red Eye will have the distinction of becoming the first brew pub and restaurant in Wisconsin to achieve this status and the only Green Tier 1 business in Marathon County.

To achieve enrollment, Red Eye had to demonstrate a satisfactory environmental record, commit to superior environmental performance and implement an Environmental Management System. Tier 1 is designed to encourage innovation, collaboration and new environmental goal setting.

According to Brett Danke, an owner, Red Eye has since it opened in May 2008 implemented an environmental policy and practiced sustainability efforts throughout its business operation. The company's environmental record was documented in its Green Tier application. (Red Eye Environmental Policy follows)

According to the DNR, Green Tier Program legislation provides incentives such as regulatory flexibility and permit streamlining to environmentally responsible businesses. The law creates a program in which qualified businesses make legal commitments to superior environmental performance through contracts negotiated with the Department of Natural Resources. The businesses in exchange are allowed flexibility in how their environmental goals are achieved.

Ceremony in Shadow of Solar Panels

Sec. Stepp will present the Green Tier 1 enrollment certificate to Danke during ceremonies to be held in the shadow of the solar voltaic panels car port in the Red Eye parking lot. Alderperson Romey Wagner will speak on behalf of the City of Wausau. A reception and tour of Red Eye's environmental business practices will follow.

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Applications of its environmental policy most obvious to Red Eye visitors are the solar voltaic panels car port installed in June, solar water heating panels on the roof and waterless toilets in rest rooms. A conversion to all LED lighting was recently completed.

To reduce its carbon footprint, Red Eye purchases food ingredients locally and regionally, sends its spent brewing grains to local farmers for feed, uses recyclable containers for takeout foods, and serves beer only in glass mugs and glasses or refillable take away growlers. Excess baked goods are donated to a local food pantry.

Red Eye is located on a Metro Ride bus route. It promotes bicycle transportation by its guests. And it sponsors an adopt-a-highway cleanup effort.

-End Release-

Note: Below is a photo of installation in June of Red Eye's solar voltaic panel carport structure.



Red Eye Environmental Policy follows



Environmental Policy

Red Eye truly believes that our success as a business is measured through our commitment to the community and the environment, paired with sound economic practices.

Red Eye will:

- Take every effort to obtain local sources of fresh herbs, salad greens, vegetables, and meat,
- Utilize locally-sourced hardwoods, a renewable source of energy, in our wood-fired pizza oven,
- Provide spent grain from the brewing process to local farmers as a supplement to their cattle feed, eliminating it from the landfill,
- Encourage energy-conservation for natural gas, electricity, and water by incorporating energy-efficient appliances and practices when feasible,
- Reduce our reliance of fossil fuels by utilizing renewable sources of energy,
- Reduce landfill waste by promoting recycling efforts,
- Involve our staff, customers, and suppliers in sustainability practices,
- Continuously improve our sustainability efforts

January 20, 2013