

Brewing less emission

Food & Drink Sector
Low Carbon Case Study
St Austell Brewery

This case study demonstrates the business benefits of improved **energy efficiency** and **carbon abatement** to a leading Cornish brewery.

St Austell Brewery already go to great lengths to be environmentally efficient but they have taken the decision to go even further, with the aim of reducing as much carbon use in every area of the business, with an overall target of a 30% reduction in five years.

Using the various methodology calculators available, the following figure represents the Brewery's current estimated carbon footprint: 12,000 tonnes of CO2 per year.

The split is approximately:

- 4,400 Retail
- 4,000 Brewing
- 3,600 Logistical

(which includes known measured supply chain emissions).

St Austell Brewery's aim is to reduce their emissions by 30% to 8,400 tonnes of CO2 per year.

Through their association with the British Beer and Pub Association the Company signed a Climate Change Levy Agreement in 1999. Part of this agreement was to record, monitor and reduce emissions on an ongoing annual basis. **Since joining the scheme the business managed to reduce emissions by 448 tonnes of CO2 in 2006 and 750 tonnes in 2007.**

To begin addressing this ambitious target the Brewery's initial contact was with the Carbon Trust, who undertook an energy audit assessment

in three areas of the business – a pub, depot and head office. The Carbon Trust produced a report of recommendations to the Company in order to manage resources more efficiently and to reduce energy use as well as the Company's carbon footprint. Since receiving the report St Austell Brewery have completed 90% of the recommendations to date which have been recognised by a more recent audit.

Background

St Austell Brewery Company Limited was founded in 1851 by Walter Hicks, who mortgaged his farm for £1,500 to set up his business in St Austell. In 2001, the Company celebrated their 150th Anniversary.

The Company remains in private hands with numerous Walter Hicks' descendants involved as shareholders, employees and directors. They are one of the longest established of only thirty independent family brewers left in the UK and are totally committed to continuing brewing and to retaining their independence.

St Austell Brewery aim to integrate their environmental policy into all business activities and conduct operations to the latest standards and codes of practice so they don't just meet but exceed all appropriate legislative requirements.



As a company which is already environmentally conscious they are setting a tough target to cut their carbon footprint by a further third.

“We believe it's important to challenge the way we operate in all our business streams. We will continually monitor our performance and identify areas for improvement”.

The Company's commitment to the environment has grown over the years and has strong buy-in from all staff at all levels, with an environmental steering group which is chaired by the Company's Managing Director.

In honour of their commitment to reducing the carbon footprint of the business, St Austell Brewery were recognised as runner-up in the 2010 Severnside Achievement in Recycling Awards - The Sustainable Environment Award. The award highlights that 'most environmental and economic benefits are achieved when organisations adopt a holistic approach to their waste management practices including a strategic view on the full life cycle of the material from purchase to disposal. The new award seeks to identify those customers who have achieved, or are working towards achieving, sustainability in all aspects of their environmental impact'.

The introduction of the Carbon Reduction Commitment (CRC) is also an important factor for consideration and although the Company does not currently meet the minimum 6,000MWh per year of electricity the Brewery have declared themselves on the register in order to address any peaks in energy use.

Resource efficiency projects and initiatives

- Build in new heat recovery and energy saving systems in addition to those already in operation in the brewing process. St Austell ales are brewed using water from the company's own private adit. Used malt and hops are recycled for animal feed and waste water is treated in the Brewery's own water cleaning plant before being sent to South West Water.
- Further develop the Brewery's successful local sourcing policy for brewing ingredients and produce used in pubs.
- As the South West's largest wholesale distributor of beer, wines and spirits transport is a key issue. The majority of the Brewery's delivery drays run on bio-diesel and this will be extended to include the entire fleet.
- Reduced paper consumption by 10 per cent in 2008 and use only recycled and Forest Stewardship Council (FSC) accredited paper.
- Actively choose environmentally friendly materials as well as suppliers who share the Brewery's commitment to protecting the environment
- Continue raising awareness within the Company and its estate including the introduction of a new category for Environmental Business of the Year into the annual St Austell Brewery Estate Awards.
- The Brewery is working locally with Envision, Community Energy Plus, Business Link and CoaST and nationally with Envirowise and The Carbon Trust to promote environmental awareness throughout the Company and pub estate and to:
 - Install energy-efficient lighting across the pub estate which will reduce energy use for lighting up to 75 per cent (lighting currently accounts for a fifth of the Company's total energy use).
 - Minimise water use within all its operations and continue to install waste saving management systems throughout the Company.
 - Reduce waste streams from all operations.
 - Operate a company wide managerial philosophy of 'Spend to save'.

Business support

Business Link – A free business advice and support service, available online and through local advisers.

T: 0845 600 9966

W: www.businesslink.gov.uk

Envision - A South West environmental support programme which helped businesses to save money and develop new green markets.

Please note: this programme has now closed.

W: <http://envisionsw.org.uk/index.php>

Community Energy Plus – Free impartial advice and support for your home, school or community group

T: 01209 614 975

W: www.cep.org.uk

CoaST – work to support tourism operating within its environmental, social and economic means, and providing environmental, social and economic benefit.

T: 01872 562 057

W: www.cstn.org.uk

Envirowise – Free, independent support to your organisation, helping you to become more resource efficient and save money.

T: 0808 100 2040

W: <http://envirowise.wrap.org.uk>

Carbon Trust – A not-for-profit company with the mission to accelerate the move to a low carbon economy.

T: 0800 085 2005

W: <http://www.carbontrust.co.uk/cut-carbon-reduce-costs>

Comments from St Austell Brewery:

As a company which is already environmentally conscious we are setting a tough target to cut our carbon footprint by a further third but we believe it's important to challenge the way we operate in all our business streams. We will continually monitor our performance and identify areas for improvement.

Robin Freight, Compliance Officer

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