

To: New Belgium Brewing Employees

From: Kim Jordan

Date: February 6, 2013

Re: Socially Responsible Beer

Here at New Belgium Brewing, we know how important it is to produce world-class beers in an environmentally friendly fashion. It was Jeff and my mission to create the kind of world and the kind of communities we want to live in.

We are alternatively empowered. This means making business decisions based on minimizing environmental impact, encouraging the growth of our employee owners, and being a socially responsible contributor to our community.

For the past few years, we have worked to relay this mission to our employees so that you, too, can participate in our everyday influence. We are excited to continue our efforts and are thankful for your support. Here are a few goals that you have helped us reach:

- Reduce our natural gas consumption, enabled by our high efficiency brewing kettle, by cutting the boil time in half and cutting back on water lost to evaporation
- Treat waste-water from the brewing process; methane, a byproduct of the water treatment, powers a generator, which powers the brewery
- Utilize an on-site Process Water Treatment Plant
- Replaced two trash dumpsters with recycling containers for collecting super sacks, plastic and paper bags, and mylar packaging
- Diverted 99.8 percent of our waste from the landfill in 2011

Here are some things that we are continuing to work on:

- Reduce energy intensity by 7 percent by 2018
- Continue the use of solar power, contributing to more than 3 percent of our total electricity
- Continue to purchase 100 percent of our electricity from wind power
- Conserve natural gas through recovery systems by closing heat loops in the production process
- Reduce water use per barrel to 3.5:1 by 2015
- Continue the partnership with the Clean Water Fund to initiate the Save the Colorado campaign
- Reduce the intensity of greenhouse gas emission

To date, we've donated more than \$5 million to nonprofits, helped bike-related nonprofits raise more than \$2 million, advocated for progressive climate and energy legislation, and collaborated within the brewing and beverage industries. Please visit <http://www.newbelgium.com/sustainability.aspx> as we continue our efforts as a sustainable and socially responsible company.