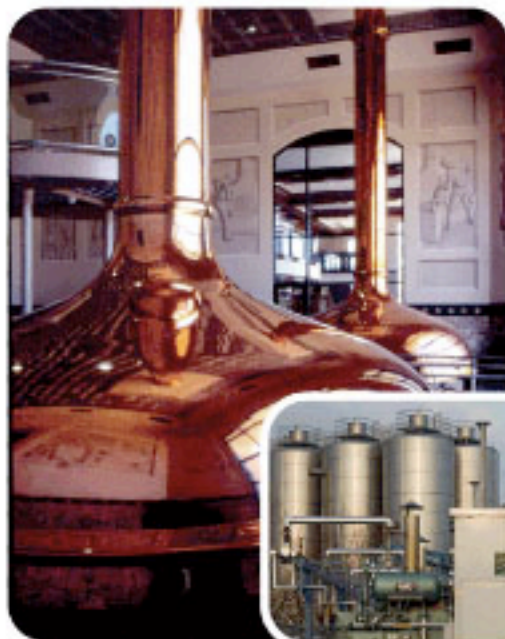




## ECO-LEADERS



### Brewing 'Green' Practices

Company: Sierra Nevada Brewing Co.

Location: Chico, Calif., USA

Products: A pioneer of the craft brewing industry with a line of award-winning ales and lagers such as Sierra Nevada Pale Ale

**Why an Eco Leader?** A leader in environmentally responsible business practices, the brewery has incorporated environmental values and energy efficiency into its operations for 27 years. The company's "green" practices encompass innovative waste reduction efforts by recycling byproducts like grains, hops and yeast; recycling glass, cardboard and office paper; and energy efficiency and resource conservation efforts such as the installation of 250-kilowatt fuel cell power units to supply electric power and heat to the brewery's production processes; the installation of a US\$3 million wastewater treatment plant on site and a CO<sub>2</sub> gas recovery plant that cleans and reuses CO<sub>2</sub> gas. It is the first brewer to join the California Climate Action Registry to annually track, report and certify the company's greenhouse gas emissions.

**Green Philosophy:** "Sierra Nevada Brewing Co. has pioneered efforts to integrate sound environmental values into management decisions and practices. SNBC realizes its success is not just predicated on the quality of its ales and lagers; success comes also from the deep, abiding concern for the environment it seeks to sustain by ensuring that the region from which it garners its profitability remains whole, viable and vibrant." —Cheri Chastain, Sustainability Coordinator



### Production and Preservation

Company: Cuca Fresca Exports

Location: Sao Paulo, Brazil

Products: Eco-friendly Cuca Fresca cachaça

**Why an Eco Leader?** The Brazilian-based spirits company found a way to share Brazil's national spirit, the sugarcane-based cachaça, with North American cocktail drinkers, while also helping to preserve the country's most precious resource, the rainforests. With a mission of supporting global conservation, Cuca Fresca, which is made with organically grown sugarcane from a family farm, is the first spirits company to form a partnership with an environmental organization. Through its partnership with the Rainforest Foundation-US, Cuca Fresca donates a portion of the proceeds of every bottle sold to support the Rainforest Foundation's conservation efforts in Brazil, with an emphasis on protecting the Guayana Shield, an area containing more than 25 percent of the Earth's tropical forests. The company also employs local Brazilian artisans to produce elements of the product packaging and supports eco-friendly events, such as Project GreenHouse Hamptons.

**Green Philosophy:** "The green movement is here to stay and consumers are constantly looking for ways to help the environment without compromising their lifestyles."

—Phoenix Kelly-Rappa, Partner

