

# Press Release



COLORADO MOTOR CARRIERS ASSOCIATION

## For Immediate Release

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## **New Belgium Brewery Recognized for their Commitment to Emissions and Energy Reductions**

### *Colorado Company Receives Prestigious Green Shipper Award*

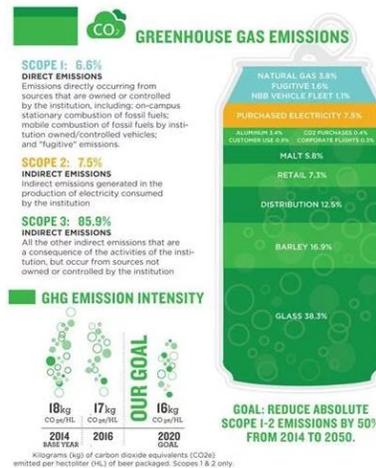
**Denver** - At the Colorado Motor Carriers Association's annual convention in Beaver Creek, Colorado, in October of this year, the Colorado Motor Carriers Association (CMCA) recognized New Belgium for their contributions and efforts toward reducing diesel emissions and energy utilization. Both areas are identified by the federal and state government as important goals regarding reducing criteria emissions and greenhouse gases.

New Belgium describes their initiatives on their website:

**Almost all scientists agree that we humans are the main cause of climate change.**

Changes to the climate are due to increased levels of greenhouse gas (GHG) emissions. These gases used to be tucked underground in the form of fossil fuels. By unearthing oil and gas to power our cars, heat our homes, and manufacture the things we enjoy each day (**including beer**), they are now in the atmosphere where they hold heat.

The graphic to the right illustrates where our emissions come from. As you can see, the glass bottle is the largest contributor to our footprint. (A big reason for this is because we use a heck of a lot more bottles than cans or kegs.) We've invested a lot of time and energy into minimizing the impact of glass over the years. We have light-weighted our bottles to make them as light as possible, and recently founded the Glass Recycling Coalition to improve the state of glass recycling infrastructure across the country.



New Belgium recognizes that they are contributing emissions to the atmosphere and because of that, they realize they need to do their part in reducing them. They carefully track where and how they release GHG's at the brewery, and constantly identify opportunities to decrease their emissions.

They follow globally accepted guidelines (WRI's GHG Protocol and BIER's Beverage Sector Guidance), and they have estimates for the total emissions associated with making and delivery their beer. They collect this information and use it as a guide on where to focus their efforts to mitigate their impact.

They have spent the last couple of years modeling out a long-term reduction plan that is in line with the Intergovernmental Panel on Climate Change (IPCC) recommendations.

New Belgium also cares about the carbon footprint of their suppliers and vendors. When they select businesses to partner with and source from, we're prioritizing their quality and customer service alongside whether they meet certain requirements.

According to their website, when it comes to transportation they ask:

**What are you doing to minimize the transportation impacts of your supplies and products?**

- Where do our supplies originate? How are they shipped to you? Boat/rail/air/truck?
- How do you maximize loads?
- Do you use alternative transportation fuels?

Because of their continuous effort to reduce emissions and their carbon footprint, Colorado Motor Carriers Association was incredibly honored to present New Belgium with the Green Shipper Award at our 2018 Convention. They have been a member of our organization for 10 years, and we are excited to work with them for many years to come.

*“Our association and industry recognize the importance of our environment and we are committed to doing our part to improve air quality and reduce greenhouse gases in our state. We appreciate and commend New Belgium for their adoption and implementation of environmental sustainability strategies relating to our industry.”*

- Greg Fulton- CMCA President

**More information on New Belgium and their efforts can be found at:**

<https://www.newbelgium.com/sustainability/>