ECO Brew™ by Long Trail

Highlights

What is ECO Brew™?

'ECO Brew™' is Long Trail's environmentally minded operating philosophy

Water Consumption

- Long Trail's uses just 2.37 gallons to produce 1 gallon of beer. Industry averages range much higher, anywhere from 5:1 ratio published by trade associations to an 11:1 ratio published by Modern Brewery Age magazine.

Recycled Materials

- Glass bottles used by Long Trail are at least 30% post-consumer glass
- Cardboard used for 12-packs and case boxes are made from 77% recycled fibers
    - Cardboard conservation alone preserved 5,647 trees in 2007

Consumption Reduction

- Reduction in the size of the brewery's 12-pack carton and carrying tray conserved more than 183,000 sq/ft of cardboard conserved in 2007
    - The equivalent of preserving more than 3 full size football fields of cardboard

Soy/Vegetable Based Inks

- The brewery chooses suppliers that use eco-friendly printing practices, such as soy/vegetable based inks rather than petroleum based inks, for 86+% of our Point of Sale (POS) materials

Thermal Energy Recovery

- In 2007 more than 23,000 gallons of propane was conserved (based on # of brews, which increases every year)

Renewable Energy

- Long Trail is the largest corporate participant in Vermont's leading renewable energy program – Cow Power™

Spent Mash

- Over 7 dry weight tons of used grains (aka 'spent mash') are offered to local dairy farms as a valuable food source for dairy cows. This completes a renewable energy loop where Vermont cows feed on spent mash from the brewery while the brewery purchases renewable Cow Power™ energy produced by Vermont cows

Bio-fuel

- Vegetable oil used in the brewery's Visitor Center/Pub is re-processed into usable bio-fuel onsite at the brewery

Recycling

- Brewery recycling programs currently include those for white paper, plastic, glass, cardboard, batteries, light bulbs and aluminum cans.
- The waste by-product of the brewery's wastewater treatment facility is recycled as a fertilizer used by farms

To learn more about Long Trail's eco-friendly brewing and business practices please visit www.ecobrew.net