Thursday, December 17 at 11 am MT

Capture Your CO2 – Case Studies to Reduce Cost & Increase Resilience

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FEATUREURING DENVER BEER CO. & BUOY BEER CO. | DECEMBER 2020
Brewers Association Collab Hour Webinar
Recovered CO₂ Case Studies: Reduce Costs Increase Resilience

CO₂ Market Trends & Brewery Insights
Amy George – Earthly Labs (CEO)

Case Study: Capturing and Selling CO₂
Charlie Berger – Denver Beer Co. (Co-founder) COLORADO

Case Study: Reducing CO₂ Price & Supply Uncertainty
Kevin Shaw – Buoy Beer Co. (Director of Operations) OREGON

Case Study: Financing CO₂ Capture Equipment
Rick Wehner – Brewery Finance KENTUCKY

Case Study: New Green Incentives Report for CO₂ Capture
Earthly Labs VIRGINIA
Denver Beer Co. Background
Committed to Quality of Life in Colorado

HISTORY

Independent and Founded by Patrick Crawford & Charlie Berger

20 K BBL brewery in Denver, Co

Known for Graham Cracker Porter, Japanse Off, Maui Express

Two Bavarian style taprooms and production facility

Focused on sustainability – water, grain, energy, solar, CO2 recovery

Committed to community
CO₂ Capture Installation
Advances Sustainability & Business Goals

EARTHLY LABS - CiCiSOLUTION
CiCi™ allows Denver Beer Co. to:
• Advance our Committed to Colorado mission
• Reduce emissions and waste
• Leverage investment to drive brand awareness and differentiation
• Reduce CO₂ costs over time

EARTHLY LABS - CO₂ EXCHANGE
CO₂ Exchange allows Denver Beer Co. to:
• Sell CO₂ to “off-taker” converting waste into revenue
• Help State advance climate innovation among small business
• Accelerate ROI
CO2 Waste Sale to The Clinic

How it Works

Earthly Labs CiCi® solution
• Found Partners right size for our volume, right location for environmental benefit
• Identified Pricing Options
• Provided CO2 DOT-Certified Tanks
• Provided CO2 Connections to Existing System
• Software to track tanks / notify of delivery
• Provided initial logistics partner, migrated to own under DOT requirements

Our Team Delivers CO2 to The Clinic
• Monitor and Fill CO2 in DOT Tanks
• Deliver Every 1-2 Weeks
• Coordinate Delivery
• Collaboration on PR on Launch
First “Natural” Brewery CO2 Powered Grow
Driving Sustainability, Innovation & Consumer Demand

Natural CO2
- Met or Exceeded Yield, Terpene and Potency Goals
- Initial Launch Sold Out in Some Locations
- Continue to release under this brand, expand portfolio
Denver Beer - Featured in National, State, Local Media Showcasing Brand and Driving Visibility

AS SEEN IN

GreenBiz

gasworld

5280

Marijuana Business Daily

Colorado Public Radio

BREWBOUND

Craft Beer Business

AUSTIN BUSINESS JOURNAL

The Denver Post

Leafly

CBS

Earthly Labs
Buoy Beer Co. - Background
Waterside Gem in Astoria, Oregon

HISTORY
Founded in 2013 by Luke Colvin and Friends

3K BBL brewery grew to 20K BBL

Taproom and Production Brewery

Awarded Best New Brewery and Best Oregon Brewpub (2015)

Numerous state and national awards for Helles, Cream Ale (SIP), Dunkel (GABF), Czech Pilsner

Expanded Distribution to WA
Drivers for CO₂ Capture Technology
Cost, Supply Risk & Sustainability

DRIVERS
Reduce CO₂ emissions aligned with mission
Reduce CO₂ costs and create insurance policy against shortage
Accelerated by CO₂ costs rising 30% post-COVID

INSTALLATION
Scoped location given tight footprint in facility
Focus CO₂ Capture on Largest Tanks
Installation took 1 Week – include brewers, cellarmen, director of operations
Capturing and Reusing Own CO$_2$
Positive Visibility for Doing Good

OPERATIONS
Capturing CO2 Weekly

Filling 2 - 1,000 lb Dewars

Team Manages Connecting Tanks daily, system alarms when full

Using CO2 Primarily to Carbonate Beer

Remote Monitoring at Earthly Labs Helps Facilitate Customer Support

Garnered Media Attention State and National Driving Visibility for Brand, Employees Proud
Griffin Claw Installation During Shutdowns
Maintaining Safety, Driving More Good News

OPERATIONS
First Michigan Brewery, 15 K BBL

Committed to community – hand sanitizer, veterans, diversity, sustainability

Installed in 1 Week through shutdowns

Captured 500 lbs before left

Developing Special Release Beer

Garnered Media Attention Locally and Nationally to Drive Sales During Shutdowns
Thank you

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