



# RAISING THE BAR ON BEER 2019

OUR BEER PRINT IN  
WISCONSIN



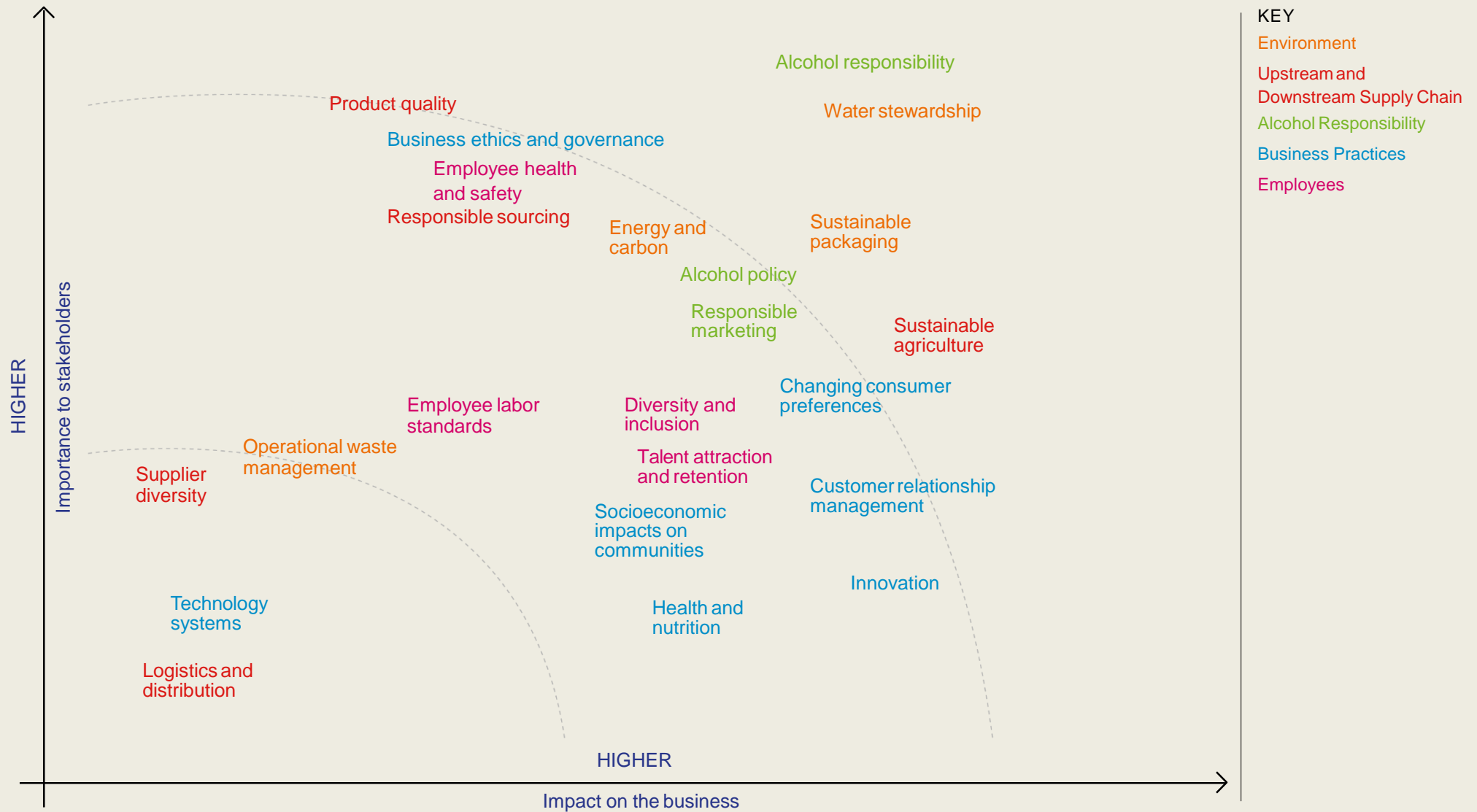


EVERY TIME A BEER IS PICKED UP  
THERE IS A BEER PRINT LEFT BEHIND.

WE'RE MAKING SURE IT'S A POSITIVE ONE.

We believe in producing a beer we can be *proud of*, from barley to bottle. That's why with *everything we do*, from the way our farmers *grow* and *harvest*, to the way we *work* with *suppliers* and *deliver* in our *communities*, we're making sure that every glass can be enjoyed *responsibly* and *protects* our environment for tomorrow's generations.

# OUR RISK AND MATERIALITY MATRIX



# WITH OUR SIGHTS ON 2025...

We're putting a stake in the ground and  
*Raising the Bar on Beer,*  
and we want you to join us.



**RESPONSIBLY  
REFRESHING**

**Enjoying One of Life's  
Simple Pleasures**



**SUSTAINABLY  
BREWING**

**From Grain to Glass**



**COLLECTIVELY  
CRAFTED**

**For Our People  
and Communities**



# OUR CONTRIBUTION TO THE SDGS

RESPONSIBLY  
REFRESHING



SUSTAINABLY  
BREWING



COLLECTIVELY  
CRAFTED



## Goal 3



**Good health and well-being**  
Ensure healthy lives and  
promote well-being for all at  
all ages

## Goal 2



### Zero hunger

End hunger, achieve food security  
and improved nutrition and  
promote sustainable agriculture

## Goal 6



### Clean water and sanitation

Ensure availability and  
sustainable management of  
water and sanitation for all

## Goal 7



### Affordable and clean energy

Ensure access to affordable, reliable,  
sustainable and modern energy for all

## Goal 12



### Responsible consumption and production

Ensure sustainable  
consumption and production  
patterns

## Goal 13



### Climate action

Take urgent action to combat  
climate change and its impacts

## Goal 5



### Gender equality

Achieve gender equality  
and empower all women  
and girls

## Goal 8



### Decent work and economic growth

Promote sustained,  
inclusive and sustainable  
economic growth, full and  
productive employment  
and decent work for all

## Goal 17

### Partnership for the goals

Strengthen the means of implementation and revitalize the  
global partnership for sustainable development



# AS ONE OF THE WORLD'S LARGEST BREWERS, WE'RE AIMING TO RAISE THE BAR ON BEER WITH OUR 2025 GOALS.



We're focusing on  
*three pillars*

## WE AIM TO ACHIEVE THIS BY PROMOTING



### RESPONSIBLY REFRESHING

We want our customers to enjoy one of life's simple pleasures.



Prevention of alcohol-related harm in all our countries where we have brewing or selling operations<sup>1, 2</sup>



Partner with other global alcohol producers to achieve 10% reduction globally in harmful alcohol use



Responsible marketing and advertising of all our products



Low- and no-alcohol choices in all our countries where we have brewing or selling operations<sup>3</sup>



Deliver nutritional information, alcohol serving facts and ingredients for all our products in countries where we have brewing or selling operations<sup>1</sup>



### SUSTAINABLY BREWING

We want to champion sustainable brewing from grain to glass.



Improve water-use efficiency by 22% in our large breweries to achieve a 2.8 hl/hl water-to-beer ratio



Protect local water resources in partnership with others



Reduce carbon emissions across our operations by 50% and throughout our value chain by 20%



Improve water-use efficiency of our agricultural supply chain and malting operations by 10%



100% of barley and hops sourced from sustainable suppliers in key growing regions



100% of our packaging reusable, recyclable, compostable or biodegradable, and 30% recycled content in all consumer-facing plastic packaging



Achieve and sustain zero waste to landfill at all our brewing and major manufacturing facilities



Participate in recycling solutions to increase recycling rates or reduce waste in priority markets



Reduce packaging carbon emissions by 26%



### COLLECTIVELY CRAFTED

Our beer, and everything we do, will be collectively crafted for our people and our communities.



Recognition on the Great Place to Work® Index



Greater health and safety in the workplace with 40% reduction in Lost Time Accident (LTA) rate



\$100 million investment aiming to improve livelihoods, foster empowerment and build resilient communities



Ethical and sustainable supply chain practices



Supplier diversity across the business



# SUSTAINABLY BREWING

## Water

### OUR PRIORITIES AND 2025 GOALS

Make the most out of **every drop**

- Improve water-use efficiency in our large breweries by 22% to achieve a 2.8 hl/hl water-to-beer ratio
- Partner with others to protect valuable water resources in our at-risk watersheds where our breweries are located

## HOW WE'RE DOING

**3.48 hl/hl June**

water-to-beer ratio achieved<sup>1</sup>

**3 out of 11**

of our at-risk brewery watersheds have water stewardship projects in place

## Agriculture

### OUR PRIORITIES AND 2025 GOALS

Grow **best practice** in agriculture

- 100% of barley and hops sourced from sustainable suppliers in key growing regions
- Improve water-use efficiency in our agricultural supply chain and malting operations by 10%

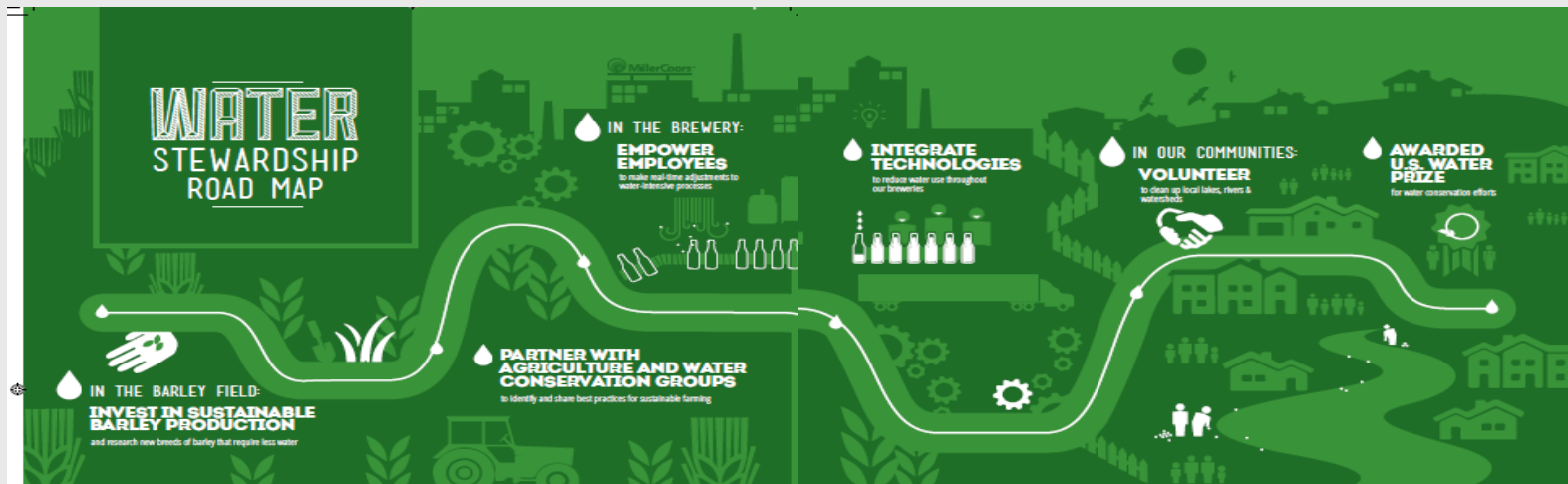
## HOW WE'RE DOING

**99%**

of our barley farmers and 24% of hops farmers are sustainably growing their crops

**26% increase**

in water usage due to weather-related impacts on yield





# SUSTAINABLY BREWING



## MILWAUKEE BREWERY

Make the most out of **every drop**

Improve water-use efficiency in our large breweries by 22% to achieve a 2.8 hl/hl water-to-beer ratio

### MILWAUKEE

**3.59hl/hl**

July 2019: water-to-beer ratio achieved

### AWS Certification

In April 2018, MillerCoors Milwaukee Brewery became the first brewing operation in the world to achieve the Alliance for Water Stewardship (AWS) standard certification

### Green Infrastructure

- Rain Garden-4000 ft<sup>2</sup>
- Green Roof- 8,200 ft<sup>2</sup>
- Porous pavement-2600 ft<sup>2</sup>
- Underground stormwater storage-200,990 gallons
- 55 gallon drums – Rain barrels



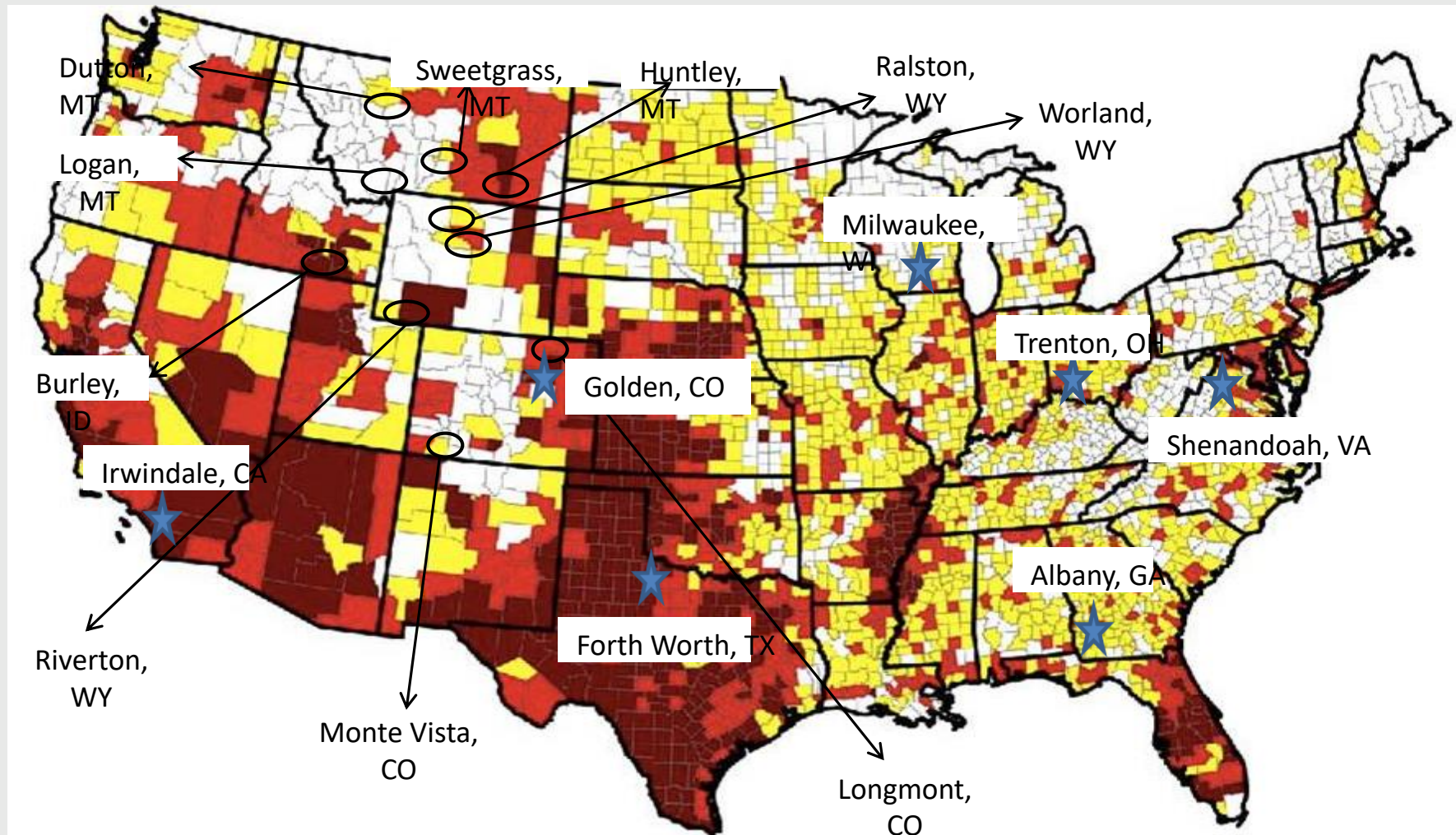
Green Roof



Rain Garden



# 2050 Water Supply Projections



Water Supply Sustainability Index (2050)

Number of Counties for each Category in Parentheses

Extreme (1)	Moderate (8)
High (17)	Low (30)



## Why Water?

**Our product is over 95% water!**





## Commitment



- **The Milwaukee Brewery chose the AWS process to advance our commitment to sustainability**



# Alliance for Water Stewardship Process

1. Commit
2. Gathering data on-site and watershed
3. Meet and talk with Stakeholders
4. Evaluate Risks
5. Create a plan
6. Operate according to the plan
7. Evaluate and communicate performance



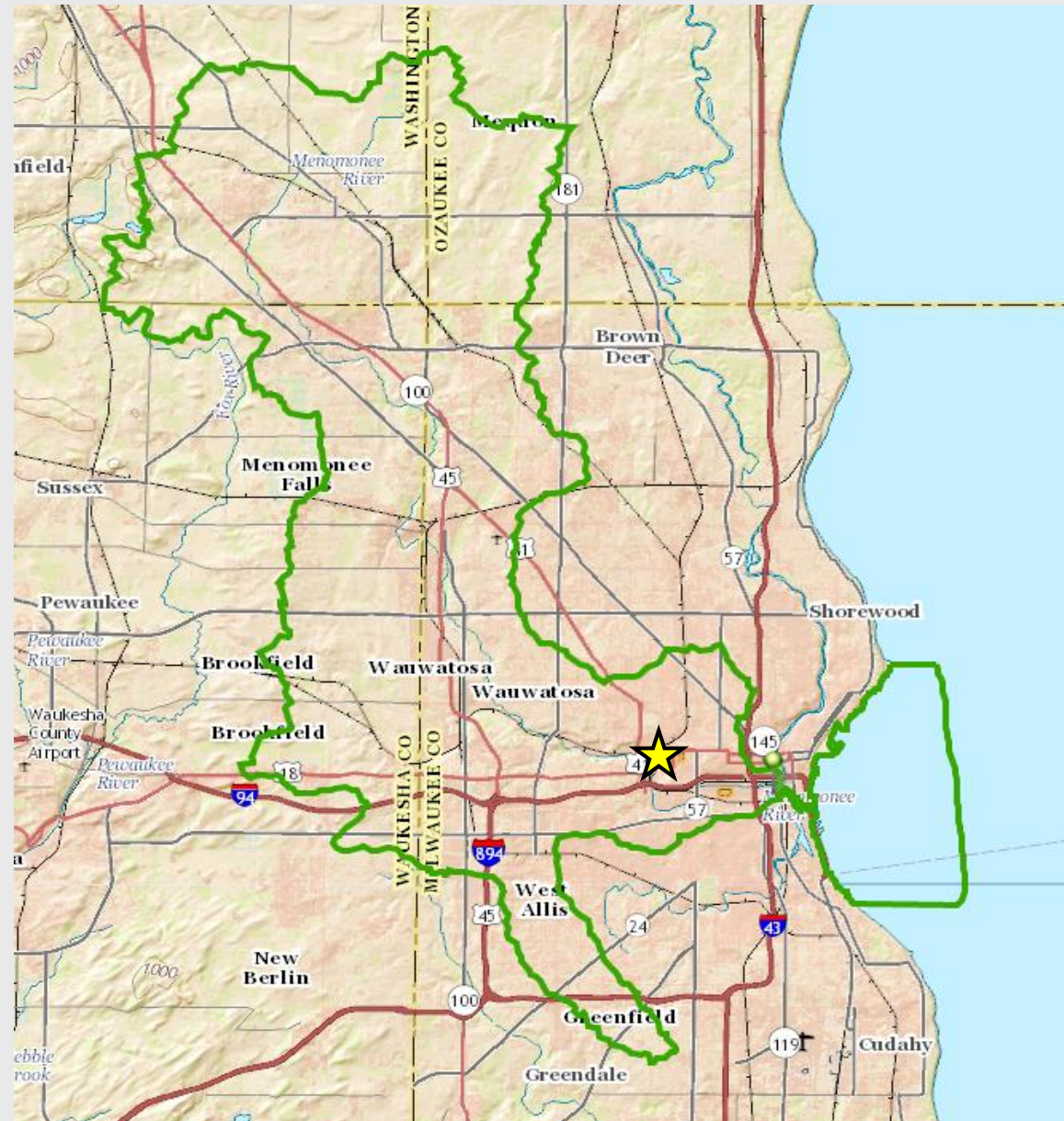
ALLIANCE FOR  
WATER STEWARDSHIP



## Catchment Boundaries

Catchment includes:

- Menomonee River Watershed
- MWW intake and Jones Island WWTP
- Parts of inner harbor, estuary, and outer harbor





## Shared Challenges

TMDL Limits – Chlorine,  
Phosphorus, TSS

Deteriorating Infrastructure –  
site and catchment

Water Quality within  
watershed

- Bacteria/Public Health
- Habitat/Aesthetics
- Nutrients/Phosphorus

Storm Water Runoff

Flooding – site and catchment



Menomonee River



# AWS Plan – The Milwaukee Brewery

## TMDLs

Investigate zero discharge to  
Menomonee

Infrastructure on site  
Continuous improvement and  
maintenance of sewer lines

Storm Water Runoff  
Green infrastructure upgrades –  
MMSD grant

Water Efficiency improvements

Community Leadership





## AWS – Outcomes and Benefits

Gaining a thorough understanding of the watershed issues

Engaging with stakeholders building relationships and potential for partnerships

Beer Print Month-Improving water quality in watershed

Clean-up and Education

Milwaukee

Brown Deer

Bayside





# SUSTAINABLY BREWING

Make the most out of **every drop**

- Partner with others to protect valuable water resources in our at-risk watersheds where our breweries are located

## MILWAUKEE

### Sweetwater

Partner with for Beer Print Month for 3 years helped with the AWS Stakeholder meeting



**The Nature Conservancy:** Sponsorship of the Operational Tillage Information System to collect data that will be used to implement soil health strategies to promote conservation with corn and soybean growers in Wisconsin.



## NATIONAL PARTNERSHIPS

- CEO Water Mandate





# SUSTAINABLY BREWING



Make the most out of **every drop**

- Partner with others to protect valuable water resources in our at-risk watersheds where our breweries are located

## LEINENKUGEL – CHIPPEWA FALLS

**Lake Wissota Project:** Public/private partnership focused on reducing phosphorus levels to keep the lake fishable and increase recreational use days. The project created 65 buffers and wetland restorations, 45,000 trees were planted and over 245 acres of land was placed into conservation easements within the watershed, equating to 275 lbs/year or over 168 tons of algae reduction per year. Leinenkugels has donated over \$420,000 to this projects over 8 years.

**Erickson Park Project & Duncan Creek:** Clean up and removal of invasive species on Duncan Creek shore land park, buffering weeds and park construction. Donation: \$75,000

**Lower Chippewa Invasive Partnership:** Partnered with LCIP to remove invasive specific in Chippewa Falls area for past three years.

**Canoes for a Cause:** Tree and shrub planting within the Lake Wissota watershed. Over past 4 years, 15,000 trees and shrubs planted and is supported by employees from the Leinenkugel Brewery.





## AWS – Outcomes and Benefits



THANK YOU!

