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CONTACT(s): Gregg Breese, DNR, (608) 267-0802, Kirby Nelson, Capital Brewery, (608) 836-7914

SUBJECT: Capital Brewery Welcomed into Green Tier Program

MIDDLETON, WI – At a ceremony at Capital Brewery today, Wisconsin Department of Natural Resources (DNR) administrators joined local officials, company employees and business guests in celebrating the brewery’s accomplishments and its commitment to a greener, more sustainable economy.

“Earth Week is the perfect back-drop for celebrating Capital Brewery’s participation in Green Tier,” said DNR South Central Region Director Mark Aquino. “We’re pleased it is joining with other leading Wisconsin businesses to further both environmental and business results.”

Green Tier, a DNR program, recognizes and rewards companies that demonstrate a commitment to superior environmental performance. Capital Brewery is a Tier 1 participant in Green Tier. DNR grants benefits to Tier 1 participants including a single point of contact with the department for easier communications and collaboration. Another benefit includes the use of the Green Tier logo in written marketing materials.

As part of the Green Tier program, Capital will design and implement an Environmental Management System (EMS) that will both guide future sustainability efforts and help monitor the progress of its current environmental initiatives.

“As we proceed with our continuous review of brewery operations from grain to bottle, one of our key objectives is to be a sustainable business. Capital Brewery has a rich history of being environmentally responsible and we are proud to be recognized for these efforts through the achievement of Green Tier status,” states Capital Brewery, General Manager, Tom Stitgen.

Capital Brewery has already implemented many projects to help reduce their impact:

- Installed a new kegging machine with an integrated water recovery system that increases capacity while reducing beer loss;
- Made improvements to brewing system which decreased the amount of time needed to brew each batch by approximately 35 percent. This lowered energy consumption and thus green house gas emissions while increasing beer production capability.

- Found a local farmer who re-uses Capital's spent grain as food nutrients for his herd. This results in about 1,000,000 lbs. of grain per year being used twice.
- Utilizes as many local resources as possible -- from the grains grown in Door County for Island Wheat and the hops used from Ghorst Valley, all the way to the dideon corn sourced from within Dane County. The environmental savings from these local sources, rather than out of state companies, is significant.
- Partners with Green Bay Packaging Inc. who's key focus is sustainable programs and initiatives to optimize all business processes with continuous improvement of quality and services in providing sustainable corrugated packaging;
- Installed a new boiler that utilizes natural gas to produce steam more efficiently;
- Insulated all steam and refrigeration lines and storage areas to reduce the amount of energy that escapes, and;
- Recycles plastic cups, cans, paper, cardboard, etc. and have dedicated cup and can recycling receptacles in the Bier Garten.

In addition to Earth week and being welcomed into Green Tier, Capital Brewery has another reason to celebrate. It was 26 years ago this week that Capital Brewery brewed its first beer. Ever since Capital has specialized in producing Lager style beers, the style of beers that made Wisconsin famous. Very few craft breweries in the country today dedicate themselves to this style of beer, but Capital has always believed strongly in the brewing heritage and traditions of our state. Their lineup consists of at least 15 beers throughout the year, from mainstays such as Wisconsin Amber and Supper Club to exotics such as Eternal Flame.

A unique program in the nation, Green Tier provides a range of tools to create a powerful, sustainable force for economic growth and environmental health. Green Tier participation has grown throughout Wisconsin's business community in recent years as more companies have found tremendous value – and deep savings – through greater environmental performance.

For more information on Capital Brewery, please visit www.capital-brewery.com. Additional information on Green Tier and Capital Brewery's involvement can be found at:

<http://dnr.wi.gov/topic/GreenTier/participants/CapitalBrewery.html>