



BROAD LEAF
BREWERY + SPIRITS



Beer the Change®

2024 Sustainability Report For Vivant Brewery & Spirits and Broad Leaf Brewery + Spirits

The title of our report is our interpretation of the quote that has given us the most inspiration in our pursuit of operating sustainably, “Be the change you want to see in the world” by Mahatma Gandhi.



Cheers!

Jason Kris Oliver Siena

Jason, Kris, Oliver, and Siena Spaulding
Owners & Founders

Our DEIJA goals remain the same and our beliefs regarding DEIJA have not changed.

Hiring Process Goal:

Our teams are representative of the community we live in.

- We are posting jobs through BetterTeam which hits multiple job boards. We haven't connected in to a community job posting board but have been looking for one.

Training Goal:

Continued dialogue and training for staff including using inclusive language and actions.

- All new employees take a Sustainability class which includes a discussion on our DEIJA strategy and goals, unconscious bias and our values.

Marketing/Advertising Goal:

Our guests are representative of the community we live in.

Our benefit partners are representative of the community we live in.

- Our benefit beer labels often include a QR code linking to the organization's website where consumers can learn more about their mission.

DEIJA Strategy

Continued Dialogue

Marketing Integration

Advocate

Our company uses its voice to advocate for equity and justice within regulations, policies, and other structural barriers.

We signed onto letters supporting clean water within the 2024 Farm Bill and climate efforts within the Inflation Reduction Act. Kris wrote an op-ed about climate change impacts within the brewing industry and we met with numerous state and federal elected officials about the importance of clean air and water.

Leadership

Industry Leadership

In 2024 members of our leadership team participated in industry organizations at all levels.

Vivant brewer Ciaran remained on the Michigan Brewers Guild DEI committee as a co-chair and is working with other breweries throughout the state to create a more inclusive and welcoming environment for guests and team members at all Michigan breweries.

Brewers Association Michigan Brewers Guild



Owners Kris and Jason hold spots on essential brewery organizations as well. Kris remains a Brewpub representative to the Brewers Association board of directors where she serves on the Governance, Technical and Brewpubs committees and co-chairs the Human Resources committee.

Ward, our Experience Warden, joined the GRCC Craft Brewing Advisory Committee and was featured in interviews for several local news sources.

Our company uses its resources to source from suppliers that are local with an emphasis on those owned by underrepresented persons such as women and POC - This is an area that we need to focus more attention on as opportunities arise for new supplier relationships.

We continue to be a B Corporation.

B Corp Certification is a designation that a business is meeting high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to supply chain practices and input materials. In order to achieve certification, a company must:

- * Demonstrate high social and environmental performance by achieving a B Impact Assessment score of 80 or above and passing our risk review. Multinational corporations must also meet baseline requirement standards.
- * Make a legal commitment by changing their corporate governance structure to be accountable to all stakeholders, not just shareholders, and achieve benefit corporation status if available in their jurisdiction.
- * Exhibit transparency by allowing information about their performance measured against B Lab's standards to be publicly available on their B Corp profile on B Lab's website.

Suppliers

Certified



Corporation®

B-Corp Biz

Partner Beers (and Bourbon!)

BURNT OFFERING



For the first time we released a bourbon!
A collaborative effort with our friends at Live Fire Republic!
Burnt Offering is a delicious blend of two barrels of high rye bourbon that was selected specially to pair with the smoke and meat that is always present at a Live Fire event.
We threw a huge party on our deck for the release and we're excited for more Vivant aged spirits in the future.

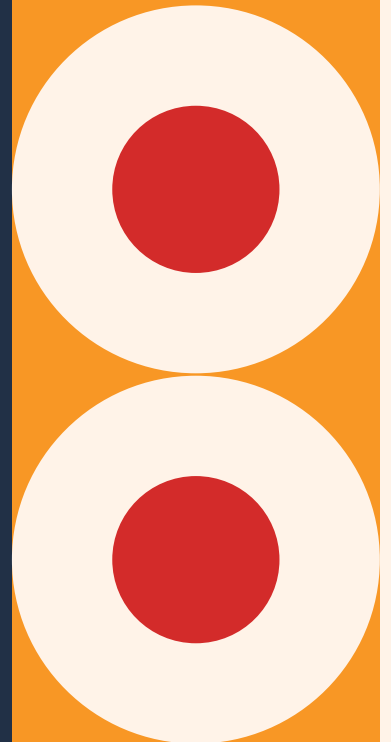


SUPPORT THE DIATRIBE



It's Giving

For the second year in a row we brewed "It's Giving", a collaboration beer with The Diatribe who "use restorative art to disrupt historical systems of oppression by reimagining education, holistically honoring the community through our approach to our work and creating an unapologetic vision for liberation that is accessible to all."
Artwork for the can label was done by local artist Esan Sommersell.



Partner Beers

All the Feelings! and GhoultoberFest!

We've been working with Nick Hartman, AKA Chapel of Ghouls, for a while now and in 2024 we did two awesome collaborations with one of our favorite local artists. All the Feelings was a Pale Ale that encouraged guests to talk about their feelings in an effort to improve mental health.

Beer of the Beast was a Dark Ale made for our GhoultoberFest at which money was raised to benefit Turning Pages, a local charity with a mission to "develop math and literacy skills by providing specialized instruction to individuals of all ages who have not been successful with traditional teaching methods. We also provide community outreach and education on the Orton-Gillingham method, Phonological Awareness, and learning disabilities."



turning pages
The Grand Rapids
Reading Institute

Partner Beers



field & fire

Anyuta

In March of 2024 Vivant released our second batch of Anyuta Rye Farmhouse Ale, a beer collaboration using Field and Fire bread. Anyuta was created to raise funds for UNICEF in collaboration with the Crisis Relief Project, Brew For Ukraine. Brew For Ukraine non-profit is the collaboration of Pravda Beer Theater in Lviv, Ukraine and Federation of Beer in Canada. Together they've rallied international independent craft breweries to create beers to support relief efforts for Ukraine during this time of Russia's invasion and war on Ukraine. Your support of this beer allowed us to donate funds to UNICEF!



A photograph of two young women with long brown hair, smiling and clinking beer glasses in a workshop setting. They are both wearing blue t-shirts. The background shows shelves with various tools and equipment, suggesting a practical learning environment.



A liquid pledge to the the planet.
For our contribution to the Earth to Beer campaign we brewed a West Coast Style Double IPA utilizing locally grown and malted white wheat and vienna malt, and hops chosen for their lower CO₂ emissions during growing and processing -- Zappa, Comet, and Bravo. Expect flavors and aromas of passion fruit, mandarin, pineapple, and zesty grapefruit. The malts came from Great Lakes Malting, because of their focus on local agriculture. The hops came from farms in Yakima, Washington that have CO₂ emission data and are known for their sustainability practices.
Our benefit partner for this beer was the
Land Conservancy of West Michigan.

Employee Retention

31.4% Voluntary Turnover Rate

Our turnover rate in 2024 was lower than our average of 38.9% and less than the industry average of 79.6% (as calculated by POS system Toast).

Barrel-Aged, Firkin, and Farmhouse Fest 2

We hosted BFF Fest 2024 with food from local stars Oso Provisions and Taqueria Chilango (who also took over food duties later in the year at our Broad Leaf Underground location) and sold bottles of our legendary Paris sour ale, plus a brand new bottling - Oude Bruin!



Award Winning!

In 2024 Broad Leaf scooped up an amazing award when our Head Brewer Terry won a Silver medal at the World Beer Cup!

Kumi Lizard Invasion - a modern hazy IPA that utilizes Phantasm powder - won silver in the category of Experimental IPA. Considering that Broad Leaf aims to constantly push boundaries in the brewing world it was just the sort of victory we could revel in!

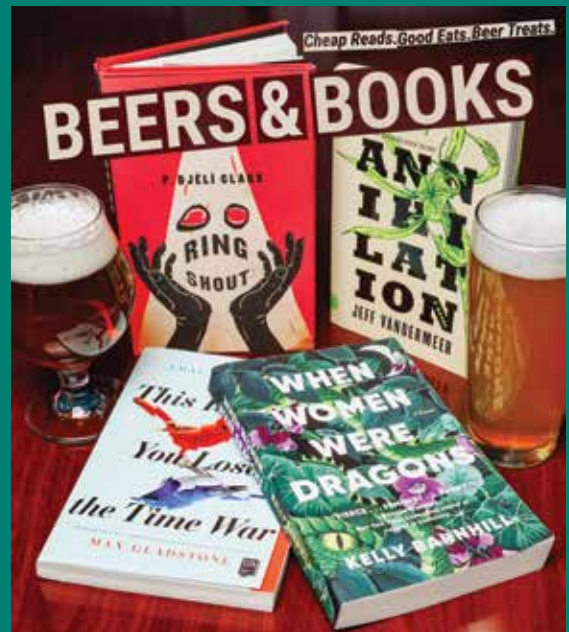


Community Conversation

In March we hosted Secretary of Energy Granholm and Acting Secretary of Labor Su at Vivant. There was a lively panel discussion about clean energy and workforce development and more than 100 enthusiastic audience members from our community.

Schuler Books

We continued our partnership with Schuler Books in 2024 with the help of their amazing staff. The Broad Leaf Beer & Books Club continues to be a huge hit and provide a great outlet for gathering and discussing interesting reads while enjoying a craft beverage.



*River City
Grand Rapids Area*

River City Wild Ones

A benefit night for River City Wild Ones in 2024 yielded \$540 for River City Wild Ones. According to the group, "These funds will help us to spread the word about increasing biodiversity and using native plants in landscapes. We have started a new "Plant it Forward" Grant Program where these funds will be especially useful

(<https://rivercitygrandrapids.wildones.org/plant-it-forward-grant-program/>)."

Summary

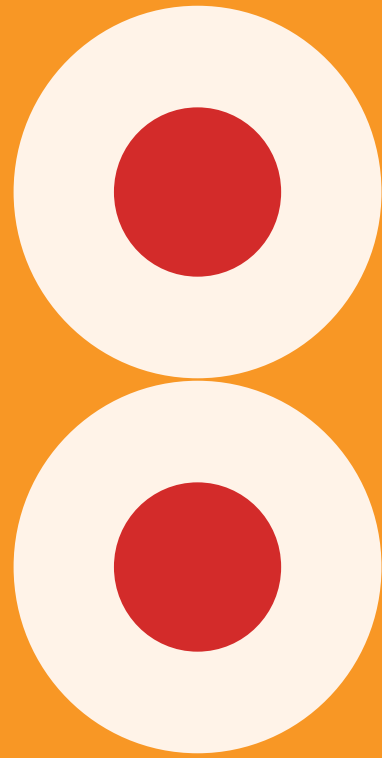
Here is a summary of how we are doing towards all of our goals and other key sustainability statistics.

	2024	2023
75% OF ALL PURCHASES FROM MICHIGAN	62.3%	66.1%
50% OF FOOD FROM MICHIGAN		
Brewery Vivant	33.8%	40.2%
Broad Leaf Kentwood/Westside	34.8% / NA%	29.6% / 36.5%
25% OF BEER INPUTS FROM MICHIGAN	4.6%	7.4%
1% OF SALES TO LOCAL CHARITIES	1.0%	0.9%
EMPLOYEE VOLUNTEER HOURS	50.5	73
ZERO SAFETY INCIDENTS	2	5
ZERO WASTE TO LANDFILL*	2024	2023
Vivant Recycling (lbs)	27,980	34,371
Compost (cu ft)	4,680	5,616
Trash (cu ft)	2,808	2,808
Cattle Feed (lbs)	157,389	157,943
Broad Leaf Recycling (lbs)	31,967	17,834
Compost (cu ft)	3,744	2,808
Trash (cu ft)	4,212	4,212
Overall % of waste by pounds going to the incinerator	3.31%	3.33%

Summary

WATER TO BEER 3:1		2024	2023
	Ratio	N/A	N/A
	Vivant Water usage (MM gallons)	0.93	0.91
	Broad Leaf/Warehouse Water Usage (MM gallons)	0.40	0.43
10% ONSITE RENEWABLE ELECTRICITY		2024	2023
	Percentage of Total	4.6%	3.8%
	Percentage of Cherry St.	7.3%	6.8%
Carbon Footprint (Metric Tons CO2e)		2024	2023
Our goal is to reduce our carbon footprint intensity each year			
	Total Scope 1	197	249
	Natural Gas - Brewery Vivant	98.6	102.1
	Natural Gas - Broad Leaf Kentwood/Westside	57.5 / 12.9	75.4 / 37.6
	Company Owned Vehicles	9.8	14.5
	Purchased CO2	16.4	15.4
	CO2 from Fermentation	2.4	2.5
	Total Scope 2	351.8	388.2
	Electric - Brewery Vivant	216.1	210.0
	Electric - Broad Leaf Kentwood/Westside	120.0 / 16.5	138.2 / 40.0
	Total Scope 3	72.5	88.6
	Employee Car Travel	1.5	NA
	Employee Air Travel	71.0	1.7
	Burger Beef	NA	86.9
	Total Emissions	621.6	725.8
	Offsets	58.2	58.2
	Total Emissions with Green E	568.8	667.5
	CO2 Intensity \$ (CO2/Revenues)	0.00015	0.00015
	CO2 Intensity BBLa (CO2/BBLs Produced)	0.25	0.29

We welcome any questions or
feedback in regards to our
Beer the Change report
or our sustainability program
and strategy. Please email us at:
info@breweryvivant.com



Certified



Corporation



GREAT LAKES
BUSINESS NETWORK



Local First
support locally owned business