

NØRREBRO BRYGHUS LAUNCHES DENMARK'S FIRST CARBON NEUTRAL BEER

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With the new beer, Globe Ale, Nørrebro Bryghus provides its customers with the option to take on a joint responsibility for the environment through their actions – even such a relatively small, but still enjoyable one as drinking beer.

'We are convinced that there is a market for organic and carbon neutral beer. 70 per cent of the Danish population wish to reduce their carbon emissions. We have therefore chosen to launch the carbon neutral beer Globe Ale partly to emphasise our own initiatives with regard to the climate, but also to provide the consumers with an opportunity to make an active and responsible choice – also in their choice of beer,' says CEO Hans Henrik Gram.

Since 1 March, 2009, Nørrebro Bryghus, which, in addition to the combined brewery and restaurant in Ryesgade, Copenhagen, runs Baldersbrønde Bryggeri A/S in Baldersbrønde outside Copenhagen, has been carbon neutral on its collective energy

consumption of electricity, district heating and gas at both addresses.

'We would like to contribute to climate improvement and also inspire others to consider their choices,' says Brewery Director Anders Kissmeyer. 'We take pride in being innovative and, therefore, we are very proud of both being able to offer our guests and customers the best in beer gastronomy and specialty beers. With this initiative, we are now, as the first in Denmark, able to offer them the enjoyment of these treats with consideration of the climate.'

In practical terms, Nørrebro Bryghus makes itself carbon neutral on its energy consumption by purchasing and destroying carbon quotas equivalent to the actual consumption of the brewery. Every time a carbon quota is destroyed it increases the demand on available carbon quotas and, consequently, the price of the remaining quotas will go up. When the price goes up on the carbon quotas, it becomes desirable for the utility companies to invest in eco-friendly energy.

In order to highlight that Nørrebro Bryghus has become carbon neutral, the brewery has launched Globe Ale – an organic, clear, pale, light and fruity ale (4.8% ABV) which complements lighter meals. Globe Ale has been on the market since 1 April.

The carbon neutral beer is offered at the brewery's restaurant in Ryesgade and is also available on draught and as bottled beer. Nørrebro Bryghus purchases carbon quotas equivalent to the carbon footprint caused by the production of Globe Ale – regardless of where it is enjoyed.

'We are convinced that it will also strengthen our business to practise social responsibility – including environmental consideration. Today, it is absolutely necessary for restaurants and breweries, as a part of their strategy, to include sustainable and environmental issues in day-to-day operations,' says CEO Hans Henrik Gram.

In connection with the pro-environmental change, Nørrebro Bryghus has cooperated with the Danish Ministry of Climate and Energy's '1 Tonne Less' campaign, the Danish Electricity Saving Trust and the new environmentally friendly utility company, Modstrøm.

'At Modstrøm, we are excited to work with Nørrebro Bryghus. The more industries that make environmental considerations a natural part of their businesses the better. Purchasing and destroying carbon quotas in combination with energy savings are effective as a way to combat climate change,' says CEO of Modstrøm Roar Seeger.

In addition to purchasing and destroying carbon quotas, Nørrebro Bryghus takes it a step further: 'It is a matter of making energy savings top of the agenda in all activities. We take our own 'medicine' and lead the way by reducing our energy consumption of water, heating, gas and electricity. And we are working on getting raw materials that cause a lesser load on the environment,' concludes Anders Kissmeyer. ☺

