

RADIO PSA'S & SPEECH



New Belgium Brewing Co.

500 Linden Street
Fort Collins, CO 80524
Contact: Adam Gibbs
(970) 443-0068
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Radio PSA

For Release 8/05/80 to KCSU

“NOT DRIVING DRUNK” 10 Sec. Live Radio Spot

This holiday, be responsible by not drinking and driving... It's not only your life in danger... but everyone around you... This message was brought to you in part by New Belgium Brewing Company.

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Radio PSA

For Release 8/05/80 to KCSU

“NOT DRIVING DRUNK” 30 Sec. Live Radio Spot

SING OUT THE FOLLOWING VERSE

Well I'm just driving along, singing this song, do be do be do be dabba do be dooah is that a red light? ... oops (sfx: car crashing) **END OF SONG ...**

Thinking about drinking and driving this holiday? ... Probably not your best idea. Making the decision to drink and drive not only endangers your life, but also your family, your friends, and everyone around you. This message was brought to you in part by New Belgium Brewing Company.

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Radio PSA

For Release 8/05/80 to KCSU

“NOT DRIVING DRUNK” 60 Sec. Live Radio Spot

SING OUT THE FOLLOWING VERSE

Well I'm just driving along, singing this song, do be do be do be dabba do be dooah is that a red light? ... oops (sfx: car crashing) **END OF SONG** ...

Thinking about drinking and driving this holiday? ... Well you might as well do the following then. (sfx: toilet flushing) That's right ... When you choose to drink and drive you might as well flush your life straight down the toilet ... Driving drunk not only endangers your life, but also your family, your friends, and everyone around you, so please be responsible this holiday. This message was brought to you in part by New Belgium Brewing Company.

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New Belgium Brewing Co. Speech

Hello, my name is Adam Gibbs. I am an employee with New Belgium Brewing Co., and I am here today to tell you all about what we are doing to improve the environment.

The New Belgium Brewing Company is becoming widely known for its many great beers. A few of these include Fat Tire, Sunshine and my own personal favorite Blue Paddle Lager. So brewing beer is what we are known for doing best. Well, it just so happens that at New Belgium we care about the environment as much as we do for our beer.

Two years after the birth of the New Belgium Brewing Company in 1991, we began getting involved with environmental stewardship. Since 1993, we have donated one dollar for every barrel of beer produced to environmental and social causes. This is specific to each state buying our beer. So, for instance, if we sell 20,000 barrels in the state of Texas, then \$20,000 will be donated to Texas environmental and social causes.

To deliver that beer, we need to have an efficient way of making the beer first. An important instrument to help make our beer is the brew kettle. At New Belgium, we use the Merlin brew kettle, which is up to 75 percent more energy efficient than standard kettles used today. Now after making all of that good beer with the Merlin brew kettle, we do end up with quite a few waste products. These include proteins, hops, spice solids and spent grain. What we do then with all of these left-over products is mix them all together and put the mixture into a silo, where dairy farmers can purchase it for cattle feed.

Before we can brew our beers, we need a very important ingredient. This special ingredient happens to be just plain old water. Before we had our new brewing facility, we were consuming less than the normal amount of water used, which is eight brewer barrels of water for

every brewer barrel of beer. Today we consume even less than this by means of our new wastewater facility.

In May 2002, we finished building our very own wastewater facility, nicknamed the “bio-digester.” This facility allows us to process all of the brewery’s wastewater. As this bio-digester cleans the water, reusable byproducts such as nutrient rich sludge and methane are produced. We use the sludge as a soil builder, and the methane is used to fuel a co-generation plant. This co-generation plant will use the methane to provide electricity and heat to the brewery. The wastewater facility also reduces our biochemical oxygen demand and total suspended solids by 98 percent. What this means is that the water we treat is clean enough to put back into the ground water or into the Poudre River.

Another key ingredient to the success of brewing beer is our light source. After all, you need to be able to see what you are doing. In place of using electricity, we have decided to use the best light source available on the planet. This is the sun. The brewery contains many large windows and skylights, which are coated with a glaze that reduces glare and heat, but allows a generous amount of sunlight in. We also use many sun tube lights. These lights gather natural sunrays by use of clear domes connected to the ceiling. The sunlight travels down through the tubing and is then emitted by an opaque dome. Natural sunlight has provided us with an excellent light source that cuts down our electricity use.

Our biggest electricity drop, however, took place in 1999. After a unanimous employee vote, we decided to cut electricity completely out of the picture for the brewery. It was after this that New Belgium became the first and largest wind-powered brewery in the United States. At that time, the city of Fort Collins had a new wind turbine program. We contracted with the city for 10 years of 100 percent wind energy. By signing that contract, we actually helped the city

keep the wind program going. Since that time we have saved over 11 million pounds of coal from burning and reduced CO2 emissions by over 21 million pounds. This is what we consider to-be our biggest environmental effort.

In terms of doing our part for the environment, we believe that we have successfully tapped new and unused resources to make our brewery the least wasteful it can be. I have covered the main points today, and on your sheets you will find a few other methods that we employ at New Belgium. I'd like to leave you today with the thought that the means to make great beer will always be around, but for that to be accomplished, we need to maintain a clean and healthy environment for ourselves and for excellent beer.

I have a handout for you here that we call New Belgium Brewing's Steps To Being Green. This will provide you with the topics I have discussed today and give you a better idea of how we are trying to do our part for the environment.

Thank you.