Making the Business Case for Green Energy
A case study from Sierra Nevada Brewing Co.

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SNBC Approach to Sustainability

• Close All Loops
  – What’s Coming in & What’s Leaving?

• Use all resources efficiently and as many times as possible

• Steps:
  – Auditing/benchmarking
  – Tracking, technology development/deployment
  – Education
Auditing/Tracking Energy Use

kWh Consumer per BBL of Beer Produced

- 2007
- 2008
- 2009
- 2010
Energy Efficiency

Heat Recovery
- Boilers
- Fuel Cells
- Kettles
- Heat Exchangers

Lighting

Electronics

Equipment

Monitoring

Behaviors
Energy Generation
Co-Generation Fuel Cells – 1.2 MW
Solar Panels

503 kW Elevated, Tracking
1.4 MW Roof Top System
14 kW at Rail Spur
5 kW at Day Care
2009 kWh Generated by Type v. Energy Consumption

- kWh Generated by Fuel Cells
- kWh Generated by Solar
- Total SNBC kWh Consumed
Biogas Recovery/Reuse
Why has SNBC invested in green power?

• The time is right
  • Rebates and incentives are there

• Sustainability
  • Simply that... Sustaining the company
  • Thinking long term
  • The right thing to do

• Utility Cost Reduction

• Greenhouse Gas Reduction
  • 2008 to 2009 – 22% CO2 reduction

• Marketing has been a peripheral benefit