



# case study

## Adnams

Supporting the launch of "East Green"

January – July 2008

### Project Summary

As part of a major review of their brewing operations, Adnams invited a student from the UEA School of Environmental Sciences and CRed to help with end to end analysis of their greenhouse gas emissions. The entire process resulted in Adnams adopting wide scale environmentally friendly practices which they have celebrated with the launch of "East Green", their new beer.



CRed conducted an assessment of the life cycle greenhouse gas emissions to provide an estimate of the carbon footprint<sup>1</sup> associated with Adnams production of their bottled beer "East Green".



### What's Brewing July 2008

#### Carbon brew now on sale

ADNAMS has started delivering East Green, its carbon neutral draught beer, to pubs. The Southwold firm is brewing the beer in its new energy efficient brewery.

Claiming it as a first for the UK, Adnams says all the steam created during brewing is used to heat 90 per cent of the following brew.

The use of Suffolk barley further reduces the beer's environmental footprint.



Boadicea hops are also used – they are naturally aphid-resistant and reduce the use of pesticides.

To ensure carbon emissions were as low as possible, Adnams worked with the University of East Anglia's carbon reduction CRed team, throughout the project.

Adnams' Rob Flanagan said: "The reaction has been fantastic, with consumer demand exceeding all our expectations. This is undoubtedly our most successful beer launch."

"We know that there is a growing demand for ethical products and we believe that our commitment to reducing our environmental impact and in particular, East Green is exactly what our customers are looking for."

Retailer  
**St**  
**M**  
**lin**

by **TIM H**

MARKS & Sp  
tinuing to grow  
bottle-conditions

In October  
the first major  
Britain to launch  
of own label  
bottle, with  
identified in  
across the country

First on the  
Woodforde's N  
Vale's Buckle  
Ale, Cropton  
Bitter and Bl  
ganic Scottish

This month  
Cornish IPA  
beer to be added  
list of bottle-  
beers.

Cornish IPA  
in stores across  
of England, from  
to London.

The five per  
bottle-conditions  
brewed using  
spring water  
grown barley  
premium IPA  
freshing, full

what CRed did, results and benefits...



## Adnams

### Specifically this study enabled Adnams to:

- 1 Understand and quantify the greenhouse gas emission contributions of the production process from raw ingredients and material inputs to the packaging and transport of their beer to retailers.
- 2 Assess the impacts of improvements in the brewing process and packaging on the carbon footprint of their beer in order to target future carbon reductions.
- 3 Use the quantified carbon footprint of their bottled beer to enable them to offset the greenhouse emissions they cannot reduce "East Green" bottled beer by purchasing the equivalent carbon credits from verified projects.

This study is also intended to be used by Adnams to provide an independent reference for the estimate of the carbon footprint of their beer and provide information to be used in publicly available documents and promotional literature.

### What We Did

CRed liaised with growers, suppliers, Adnams staff and industry bodies to understand the processes and material inputs. Greenhouse emissions associated with these inputs were estimated using data from other studies and industry sources. The carbon footprint estimate included the production of barley and hops, malting, brewing, the bottling process, primary and secondary packaging including transport emission estimates for these processes within the scope of the study.

### Results and Benefits

Adnams have a best estimate study on their bottled beer production and can understand the quantified estimates of greenhouse gas emission relating the different processes and inputs. Targeted measures can be taken to reduce the emissions and carbon footprint of key emitters such as glass bottle manufacture and transport. Also, awareness can be spread to other suppliers and producers, and the brewing industry in general, to help reduce their carbon footprint.



The term carbon footprint in this document includes all the principle greenhouse gases emitted including carbon dioxide, methane, nitrous oxide, hydrofluorocarbons (HFC's), perfluorocarbons (PFC's), and sulphur hexafluoride. Carbon footprint is used here to communicate the combined global warming impact of greenhouse gases over 100 years. This impact is reported in the greenhouse gas currency of carbon dioxide equivalents, written as CO<sub>2</sub>e, where carbon dioxide = 1.

For further information please contact:

Hayley Johnson,  
Business Development Manager,  
CRed,  
Tel: 01603 591365  
Email:  
hayley.johnson@uea.ac.uk



[www.cred-uk.org](http://www.cred-uk.org)

**UEA**  
University of East Anglia