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New Belgium Brewing Company Earns Platinum Certification

Audit Finds New Belgium Brewing Company Successfully Diverts 99.6 Percent of Its Waste Away from Landfills

Ft. Collins, Colo., July 25, 2016 – New Belgium Brewing has received the highest certification level possible from the U.S. Zero Waste Business Council (USZWBC) for its waste reduction efforts, gaining platinum recognition. The certification provides a third-party perspective on how effectively the brewery reduces, reuses, and recycles waste. Businesses with a 90 percent waste reduction rate can apply for the certification. New Belgium has exceeded this rate since it began tracking the data more than 10 years ago, and is currently diverting 99.9 percent year to date.

“Being environmental stewards has been important to New Belgium since day one, 25 years ago, and our efforts toward mitigating and managing our waste are a key component of this stewardship,” said Nick Ampe, environmental health specialist at New Belgium. “USZWBC certification provides third-party perspective for our continuous improvement efforts, and participation in the fledgling program lends a platform for

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highlighting the environmental as well as economic benefits of comprehensive waste management for a business.”

New Belgium scored 69 out of 81 points across categories such as Reduce, Redesign, Zero Waste Purchasing, Leadership, and Innovation, with highest scores falling in the categories of Reduce, Reuse, and Zero Waste Purchasing. Examples of New Belgium’s efforts in these areas include:

- Over the years, New Belgium has phased out paperboard dividers from all bottled beer packages, reducing the amount of paperboard the brewery uses by more than 460 tons annually.
- New Belgium carried out an exhaustive waste audit of more than 500 waste collection points across the facility, identifying best management practices and end-of-life scenarios for each material.
- More than 99.9 percent of the waste generated from brewery operations is diverted from the landfill. Most recently, an industrial composting application was identified for some heavy, organic material at the brewery’s process water treatment plant which previously could not be composted, further improving upon the waste diversion ratio.
- Care is taken to avoid disposable products across the brewery, from the employee kitchen’s dishware and utensils, to the use of reusable dunnage for shipping, and the reuse of malt supersacks and bottlecap octobins for recycling collection.
- The brewery advocates for continued advancements in recycling infrastructure & viability for its product packaging, most recently co-founding the Glass Recycling Coalition. This coalition supports improvements in glass recycling rates which continue to be low in many parts of the country, including New Belgium’s home states of Colorado and North Carolina. As proponents of the concept of Extended Producer Responsibility, the brewery strives to hold itself accountable for ensuring its product packaging’s end of life is in a recycling stream.
- New Belgium co-workers donate time to zero waste actions, such as organized river cleanups, and regular trail cleanups on an adopted trail near the brewery in Ft. Collins, Colo.
- Purchasers across the organization use comprehensive sustainable purchasing guidelines, and all purchasers convene annually to share best practices and ensure sustainable sourcing.

New Belgium’s Platinum designation will last for three years, at which time the brewery will reapply for certification. For more information about New Belgium’s sustainability efforts, visit [NewBelgium.com/Sustainability](https://www.newbelgium.com/sustainability)

About New Belgium Brewing Company

New Belgium Brewing, makers of Fat Tire Amber Ale and a host of Belgian-inspired beers, is recognized as one of Outside Magazine's Best Places to Work and one of the Wall Street Journal's Best Small Businesses. The 100% employee-owned brewery is a Platinum-level Bicycle Friendly Business as designated by the League of American Bicyclists, and one of World Blu's most democratic U.S. businesses, and a Certified B Corp. In addition to Fat Tire, New Belgium brews thirteen year-round beers; Citradelic Tangerine IPA, Ranger IPA, Rampant Imperial IPA, Shift Pale Lager, Slow Ride Session IPA, Snapshot Wheat, Sunshine Wheat, 1554 Black Ale, Blue Paddle Pilsner, Abbey Belgian Ale and Trippel and a gluten-reduced line, Glutiny Pale Ale and Glutiny Golden Ale. Learn more at www.newbelgium.com.

About the U.S. Zero Waste Business Council

Launched in spring 2012 and headquartered in Corona Del Mar, Calif., the USZWBC's mission is to educate, inform and document the performance of Zero Waste Businesses using scientific methods to help them and their communities become more healthy and sustainable. Learn more at www.uszwbc.org.

Contact:

Jenny Foust
Communications Strategy Group
(w) 303.433.7020; (c) 720.244.4268
jfoust@csg-pr.com

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