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## **Milwaukee Brewing Company Set to Become Milwaukee's First Solar Brewery** *Brewery announces plans for solar hot water installation in first quarter 2013*

**Milwaukee, WI - - December 5, 2012 - -** Milwaukee Brewing Company announced today the installation of a solar hot water system at its brewing facility. The solar project will reduce the brewery's energy costs, and showcase the company's commitment to sustainable brewing practices. The installation, set to occur in early 2013, will include 28 solar panels to pre-heat water used in the brewing process.

The Milwaukee Brewing Company solar announcement was made in conjunction with a national solar conference being held in Milwaukee. "This announcement is a perfect way to kick off the national Solar Thermal Conference, and this project demonstrates Milwaukee's leadership in the solar industry first hand," said Amy Heart, City of Milwaukee's Solar Program Manager. **The announcement will be made at the conference's opening reception with Mayor Tom Barrett at the Milwaukee Brewing Company at 5 pm on Wednesday, December 5.**

The installation at Milwaukee Brewing Company, located in Milwaukee's Walkers Point neighborhood, came together through a partnership lead by Milwaukee Shines, the City of Milwaukee's solar program. Milwaukee Shines brought several public and private partners together to help make the system a reality. The project was funded in part by grants from Wisconsin's Focus on Energy, as well as grants from Me<sup>2</sup>, the City of Milwaukee's energy efficiency program, and Milwaukee Shines.

Because the project is funded in part through Me<sup>2</sup>, the City's energy efficiency program requires at a minimum 40% of the labor hours go to City residents that have been historically underemployed or unemployed. "Milwaukee is demonstrating that investing in clean energy and energy efficiency is not only good for the bottom line, but puts our citizens back to work," said Milwaukee Mayor Tom Barrett.

Me<sup>2</sup> and Milwaukee Shines provided the technical expertise, incentives, and financing that made this project possible. "These innovative City of Milwaukee energy programs are designed to help business owners and residents see an immediate reduction in their energy bills, while creating local jobs for our citizens and creating a better environment for our community," said Heart. The Me<sup>2</sup> and Milwaukee Shines programs have helped over 400 homeowners and over 100 businesses in Milwaukee reduce their energy bills.

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Through the energy efficiency upgrades and solar hot water system, the brewery will see 27% energy savings in their brewing process. “The City’s energy programs were a great asset to help us save energy and increase our competitiveness,” said Jim McCabe, owner and founder of Milwaukee Brewing Company. “We hope our installation encourages others to make the investment as well,” said McCabe. When the install is complete, the brewery will have an inter-active display to show visitors how solar works and how brewery is saving energy.

The solar hot water project at Milwaukee Brewing Company will feature 28 solar panels, large solar storage tanks, and controls from Caleffi Solar, whose North American headquarters is located in Milwaukee’s Menomonee Valley. Caleffi Solar and Milwaukee Shines will feature this project as a national case study to highlight Milwaukee’s leadership in the solar thermal industry. “With companies like Caleffi Solar, Milwaukee is at the forefront of this industry with a strong and expanding solar supply chain,” said Heart. “Solar for a Milwaukee brewery is the perfect way to showcase how solar is a solution in many applications.”

### **Green Practices**

Milwaukee Brewing Company has been implementing green practices since the construction of its production facility in 2007. One boiler is run off of bio-diesel, converting grease from local restaurants and Milwaukee County Parks to fuel. The brewery sends its spent grain to Growing Power as a nutrient rich addition to their composting efforts. To conserve water, the brewery casts back water, using the water that would have otherwise gone down the drain for cleaning. These green practices are fortified with conserving electricity, using local ingredients, and packaging popular beers in cans. The addition of a solar hot water system is part of the brewery’s plans to become more energy efficient and conserve our natural resources.

With the addition of the solar project to its other green initiatives, the Milwaukee Brewing Company plans to enter Wisconsin’s Green Tier program, through the state Department of Natural Resources.

### **About Milwaukee Brewing Company**

Milwaukee Brewing Company is a craft beer brewery and the only true microbrewery in Milwaukee today. The brewery’s beginnings go back to 1996, when two home brewers started brewing beer in the basement of a Cedarburg farmhouse. That led to the opening of the Milwaukee Ale House the following year, and finally, in 2006, to the current production facility at 613 S. 2nd Street. Using the local ingredients and a hands-on brewing technique, Milwaukee Brewing Company brews more than a dozen varieties of beer. It is becoming well known for its commitment to a sustainable brewing process. For more information: [www.mkebrewing.com](http://www.mkebrewing.com)

### **About Milwaukee Shines**

Since being named a Solar America City by the U.S. Department of Energy in 2008, the City of Milwaukee’s solar program has supported the growth of a strong local solar industry. Milwaukee has seen an increase in solar-related manufacturers, an increase in trained and certified installers, and an increase in the number of solar installations on home and businesses. Milwaukee Shines offers low-interest solar financing and other incentive programs to make solar more affordable. Milwaukee Shines and Me<sup>2</sup>, Milwaukee Energy Efficiency, are projects of the City of Milwaukee Office of Environmental Sustainability. For more info: [www.MilwaukeeShines.com](http://www.MilwaukeeShines.com) and [www.SmartEnergyPays.com](http://www.SmartEnergyPays.com).