



P U R E
P R O J E C T
SUSTAINABILITY REPORT 2019

CT3 Triple IPA with local, organic strawberries from JR Organics

INTRODUCTION

WE MAKE BEER...

and in the process of making that beer and running a business, we inevitably make an impact on the environment. While we cannot completely eliminate that impact all together, we can take steps to minimize our impact and in turn re-invest some of the sales from our product back to people protecting, conserving and rebuilding the environment around us.

Our mission here at Pure Project is to “Build community and a reverence for beer as an agricultural product by staying true to our ethos of quality ingredients, sustainability and attention to detail.”

What follows is our 2019 Sustainability Report.

This is an annual report that outlines the steps and actions Pure Project has taken within a given year to reduce our impact, give back and create community around the beer we make and the business we run.

We hope you enjoy the report and it brings a level of appreciation and reverence to every level of the brewing process from the farmer to the beer in your glass!

- Mat

MAT ROBAR

Co-Founder Pure Project Brewing



2019 UPDATE



WE ARE PLEASED TO ANNOUNCE THAT PURE PROJECT IS NOW OFFICIALLY CERTIFIED AS CLIMATE NEUTRAL!

This means that Pure Project has calculated and offset our entire business through the purchase of verified Carbon Credits. As a business, we seek to reduce our carbon impact every day with the choices we make, but we are not perfect and we do create an impact.

Because of this, we have also chosen to offset that impact + an additional amount to cover all of our employee's carbon footprints as well to become carbon regenerative through our offsets! And while they do not have a "Climate Regenerative" logo for us yet, we felt it was the right thing to do.

After all, if we are not leaving this place better than we found it, then what are we doing here?

Who is with us? #leavenotrace

To learn more about Climate Neutrality click the button below.

CLIMATE NEUTRALITY



WE ARE EXCITED TO ANNOUNCE THE ADDITION OF TWO NEW PARTNERS IN 2019 BRINGING OUR TOTAL ENVIRONMENTAL ORGANIZATION PARTNER COUNT TO EIGHT.

Four Local and four National and International. Please welcome our newest Members!

PLASTIC BANK: Plastic Bank builds ethical recycling ecosystems in coastal communities and reprocesses the materials for reintroduction into the global manufacturing supply chain. Collectors receive a premium for the materials they collect which helps them provide basic family necessities such as groceries, cooking fuel, school tuition, and health insurance.

NATIONAL FOREST FOUNDATION: Plastic Bank builds ethical recycling ecosystems in coastal communities and reprocesses the materials for reintroduction into the global manufacturing supply chain. Collectors receive a premium for the materials they collect which helps them provide basic family necessities such as groceries, cooking fuel, school tuition, and health insurance.

To learn more about the National Forest Foundation click the button below.

NATIONAL FOREST FOUNDATION



ONE OF OUR LONG TERM GOALS AT PURE PROJECT WAS TO BECOME PLASTIC NEUTRAL AND WE ARE EXCITED TO ANNOUNCE THAT WE WERE ALSO ABLE TO CERTIFY PURE PROJECT AS PLASTIC NEUTRAL FOR 2019! .

To take it one step further just like we did with the Climate Neutrality, we also offset all of our employees plastic usage, and went above our total footprint to actually become Plastic Regenerative, meaning we take out of the system, more than we use.

Pair that with the amazing group over at Plastic Bank and not only are we helping to protect our oceans and planet from plastic pollution, but also working on the root cause of the problem itself by helping lift people out of poverty.

We call this a win/win and are excited to be Plastic Regenerative Certified through The Plastic Bank!

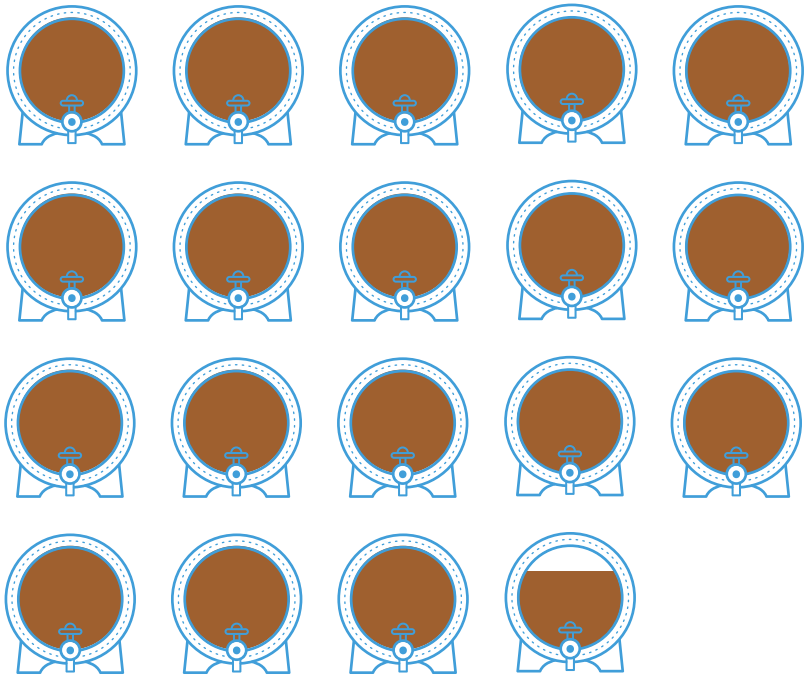
To learn more about Plastic Bank click the button below.

PLASTIC BANK

BEER OUTPUT

2018 PRODUCTION

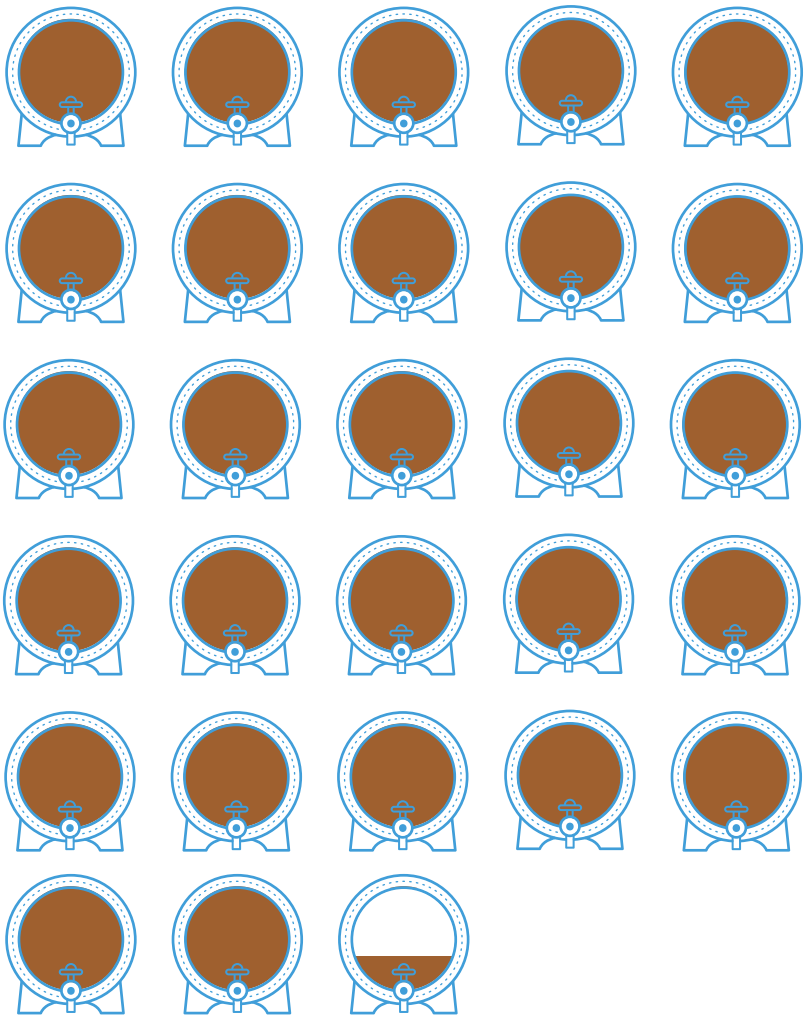
1,873.6 bbl



1 Keg = 100 Barrels

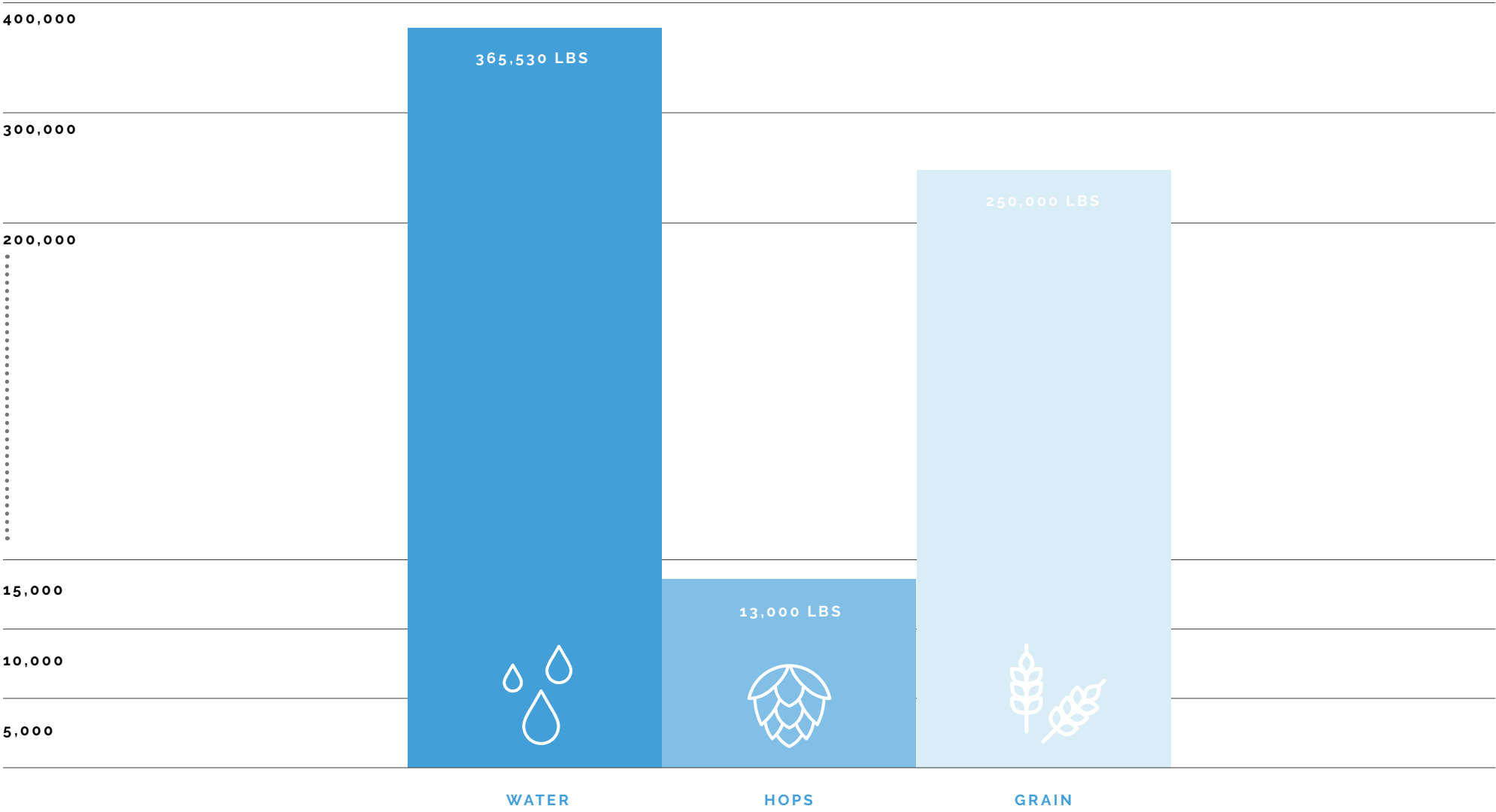
2019 PRODUCTION

2,732.7 bbl

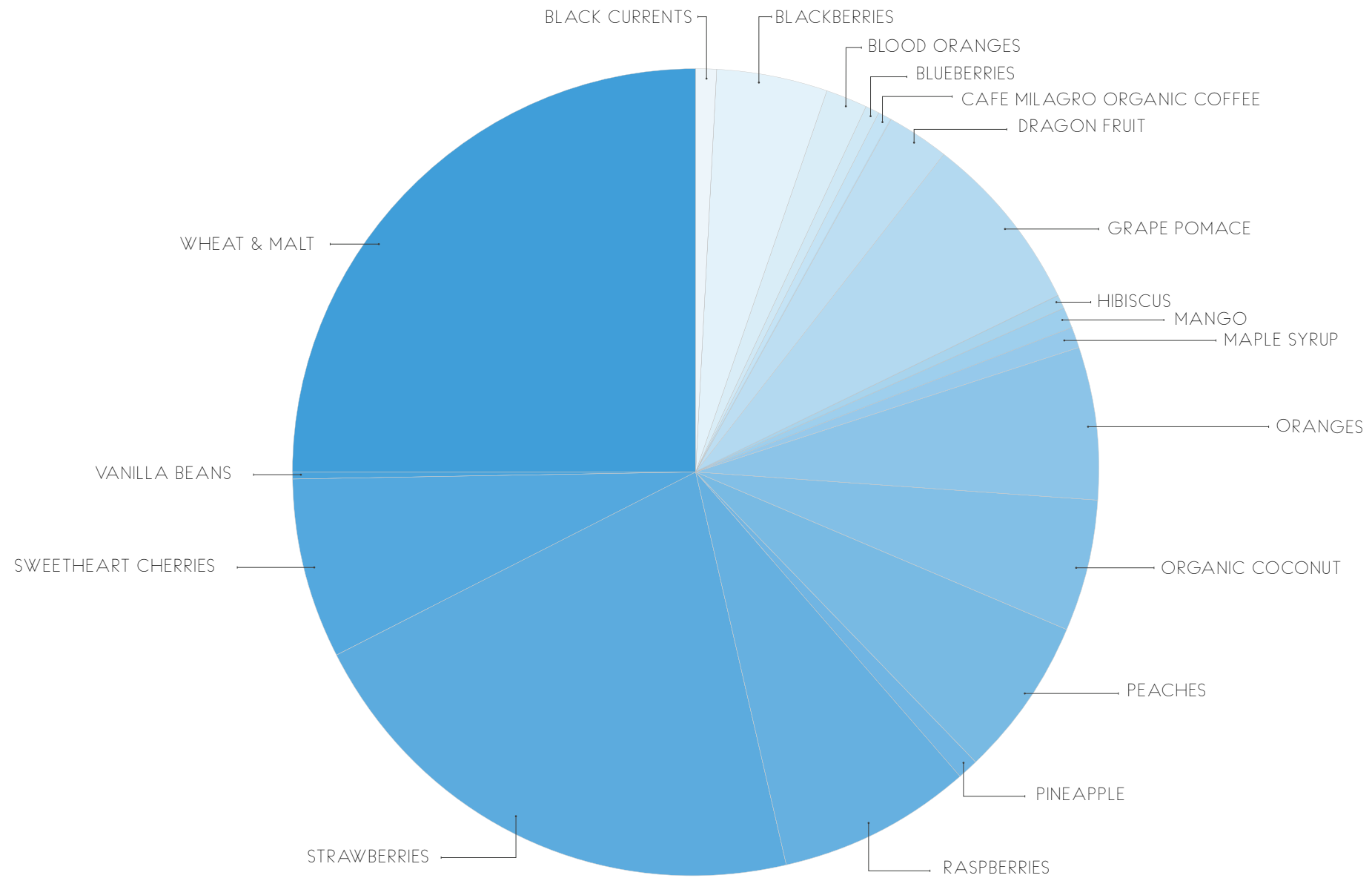


STATS

WATER + GRAIN + HOPS USAGE



ORGANIC INGREDIENTS USED



STATS

ENVIRONMENTAL

— SUSTAINABILITY FOCUSED PARTNERS —

CERTIFIED COMPANIES

- Miir | Can Chillers | 1%FTP and Certified B Corp
- Klean Kanteen | Stainless Steel Reusable Growlers | 1%FTP
- Green Guru | Recycled Wetsuit Koozie | Certified B Corp
- Chico Bag | ReUsable Tote Bags | Certified B Corp

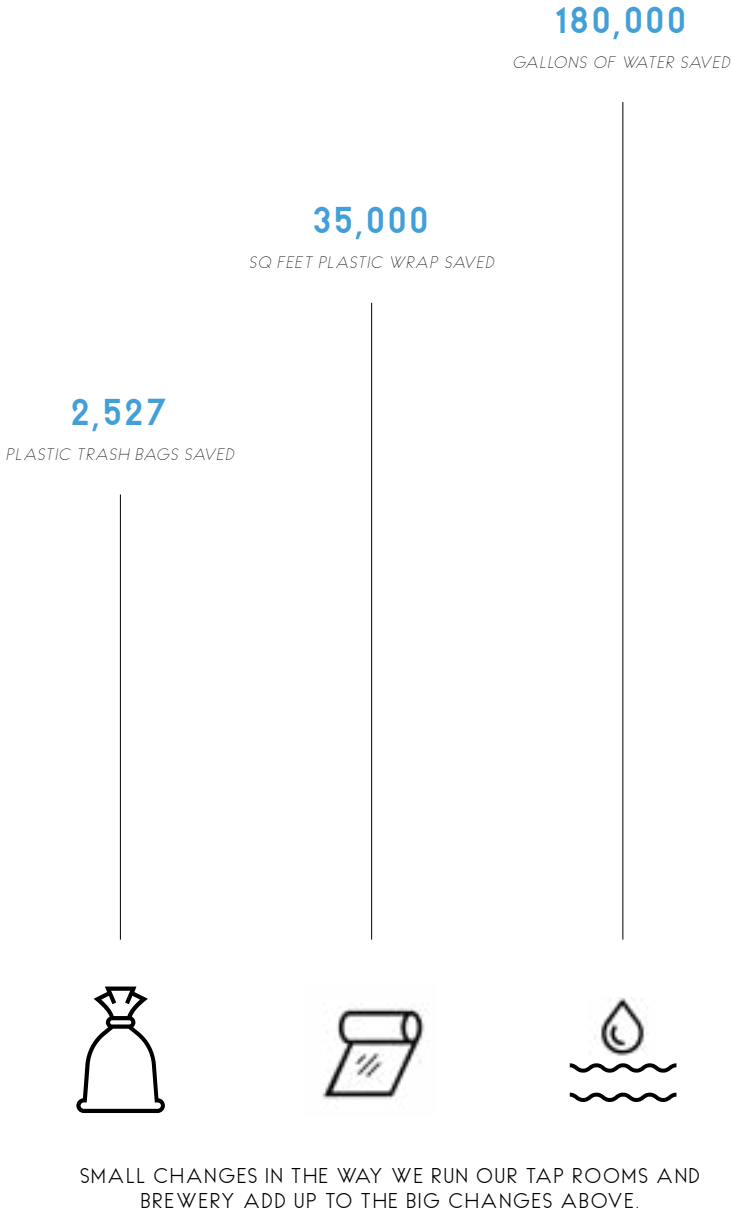
NOTABLE COMPANIES & PRODUCTS

- Shirts & Hoodies | Royal Apparel | Made in USA | Organic & RPET Fabrics
- Clay Coffee Mugs | Deneen Pottery | USA Made, 100% Solar, Family Owned
- Wooden Bottle Openers | Hoppy Beer Gear | Local, Family Owned
- Wood Drink Coasters | Fallen Aspen Logs in Colorado | Family Supplied
- Cork Coasters | Natural Material

NOTABLE PRODUCTS & SERVICES USED

- Patagonia | Team Member Gifts | 1%FTP
- Grayl | Team Member Gifts | 1%FTP
- Screen Printing | Cal Coast | Local, Family Owned
- Embroidery | Candroy | Local, Family Owned
- Janitorial | Green Clean Certified | Eco Friendly Chemicals
- Janitorial | Recycled Paper Materials
- Mrs. Meyers Soaps | Leaping Bunny Certified
- EO Soaps | Zero Waste Facility

— ENVIRONMENTAL IMPACT HIGHLIGHTS —



PARTNERS

ADMIRAL MALTINGS

“Admiral Maltings was founded by two long-time San Francisco brewing industry veterans, Ron Silberstein of ThirstyBear Brewing Company and Dave McLean of Magnolia Brewing Company, along with Curtis Davenport, who has an extensive background in organic farming and small batch malting. Together, we partner with California farmers to source quality grain and produce exceptional, hand-crafted malt. Our malt not only helps brewers make great beer, but it also enables them to operate more sustainably and to deepen their connection with local agriculture.”

Although malt may not be as sexy as hops in today's beer environment, the fact remains that malted barley is the largest ingredient in any beer. So it was a natural progression for us to seek out ways to create more sustainability by building relationships with more localized craft maltsters. The problem? There is only 1 in California!

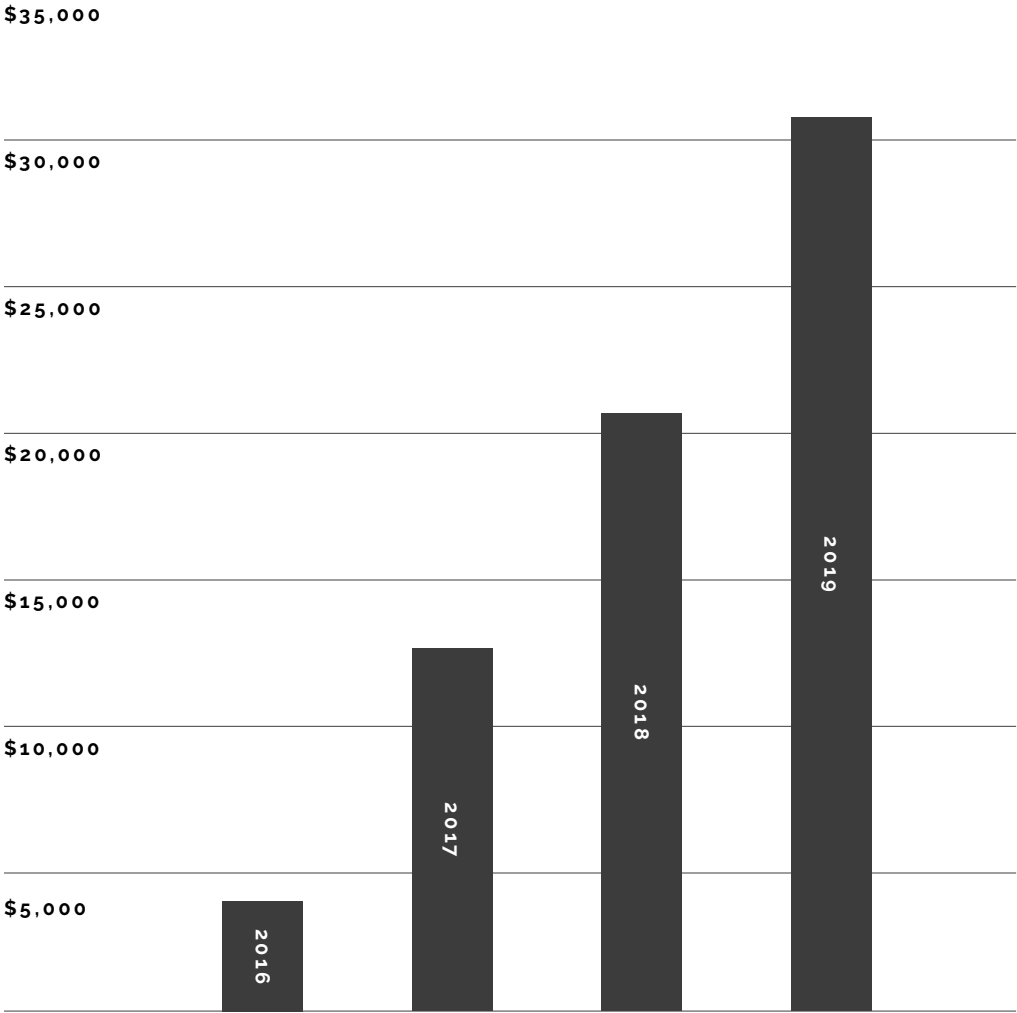
The good news is that Admiral Maltings is not only California based, but they lean towards organic and dry farming methods whenever possible thus further enhancing the sustainability of the beers created with the malt in addition to adding in a more localized “terroir” which is something that really excites us.

We look to continue our relationship with Admiral in years to come and hope our support and that of others will allow their farming methods to become financially sustainable at a larger scale, thus positively impacting the entire industry.



STATS

YEAR OVER YEAR DONATION TOTALS



INCLUDES CONTRIBUTIONS TO:



PARTNERS

KD FARMS



ONE OF THE LARGEST WASTE PRODUCTS WE PRODUCE HERE AT THE BREWERY IS SPENT GRAIN. INSTEAD OF JUST THROWING IT ALL AWAY, WE CHOOSE TO GIVE THIS SPENT GRAIN TO KD FARMS, A LOCAL FARM IN ESCONDIDO. KD FARMS USES THE GRAIN AS PART OF THE FEED FOR THEIR DAIRY CATTLE AND THEN ONCE THAT GRAIN BECOMES MANURE, IT IS CONVERTED BY THEIR SOIL DIVISION INTO COMPOST AND SOLD THROUGHOUT SOUTHERN CALIFORNIA FOR FERTILIZATION.



BIG GOALS

As a business, we decided it was time to start thinking bigger. Not just about what we can do right now but what we can accomplish over a span of time with the right focus! To that end we put together our 10-year Sustainability goals. So by the end of 2030 it is our goal to:

- Become Plastic Regenerative
- Become Carbon Regenerative
- Maintain Zero Waste Facilities and Manufacturing
- Remove over 1,000,000 Lbs of Ocean Bound Plastic
- Plant over 150,000+ Trees
- Donate over \$1,000,000 to Environmental Organizations
- Additional \$150,000 donated to environmental Organizations from our community



CLOSING THOUGHTS

Thank you for taking the time to read through this report. It is important for us to share our vision with those who align with us. This business is about so much more than beer for us. It is about the process, the ingredients, the farmers, the customers, the donations, the community, the impact and more. This is why we get up every day and come to work to produce the best beer we possibly can. And you are the most important part. Without you, the customer, none of this would exist, so this is YOUR Sustainability Report as well, not just ours, so be proud of what you have accomplished and let's look forward to what we can do together in the next decade. Thank you.

Until next year, let's use beer as a force for good.

- Mat, Jesse, Winslow and the Entire Pure Project Team

