



America's Beer Distributors:
Delivering Sustainable Solutions
Today to Protect Tomorrow's Environment

www.DistributorResponsibility.com



America's Beer Distributors

Providing for a Sustainable Future

America's **2,850 licensed beer distributors** are independent businesses invested in the local communities where they operate – the same communities that are home to the **95,000 men and women** in the beer distribution industry.

Distributors across the country are **conserving resources** in warehouses, on the roads and in the marketplace. Among other sustainable programs, beer distributors are utilizing alternative energy sources by undertaking initiatives that range from energy-saving lighting technologies to fuel-saving hybrid or biodiesel beer trucks.

Beer distributors – **which are licensed by both the states and the federal government** – are a critical component of the state-based system of alcohol regulations which provides traceability, transparency and accountability. These regulations provide an orderly distribution system that works to maximize efficiency and prevent duplication.

Distributors work to streamline the delivery of beer from America's **1,500 breweries** and **hundreds of beer importers** and safely deliver it to **more than 500,000 licensed retailers** around the country. Beer distributors organize deliveries with individual suppliers and retailers to avoid logjams in the supply chain which would result in wasted fuel and increased emissions among other significant environmental waste.

Sustainable business practices protect tomorrow's environment, and they also help to preserve the **95,000 quality jobs** in the American beer distribution industry. By implementing sustainable practices, beer distributors will continue to efficiently and responsibly provide a wide variety of beer to American consumers of legal drinking age within an orderly market.

On the Road

Hybrid, Biodiesel & Compressed Natural Gas Beer Delivery Trucks

In conjunction with the opening of a new, environmentally-friendly warehouse, **Crescent Crown Distributing in Phoenix, Arizona**, introduced new hybrid diesel-electric beer delivery trucks. These trucks reduce fuel consumption by 35-percent and hydrocarbon emissions by 60-percent. As more trucks cycle out of use, Crescent Crown - which employs 600 individuals in the Phoenix area and distributes more than 550 labels of beer - will continue to add hybrid diesel-electric technology trucks to its fleet.



Manhattan Beer Distributors in Bronx, New York, has reduced its diesel consumption with a unique fuel alternative, compressed natural gas (CNG). Since 2002, Manhattan has been converting its fleet of heavy-duty delivery trucks. At the end of 2008, 45 trucks had been converted, which is expected to save over 950,000 gallons of diesel fuel and cut over 300 tons of pollutants during the lifespan of the trucks. The project also included the installation of CNG filling stations at three of Manhattan's five distribution facilities, which employ 1,400 people in the New York City metropolitan area.

Powers Distributing in Lake Orion, Michigan, began to convert its fleet of 50 delivery trucks to hybrid technology in 2008 and recently ordered 15 more hybrid trucks – the largest order to date of hybrid beverage tractors. Powers' hybrid trucks are used on 15 routes reducing fuel consumption by 20-percent, reducing hydrocarbons by 33-percent and saving 12,000 gallons of diesel annually. Established in 1939, Powers employs more than 200 hardworking men and women who cover 700,000 miles annually and distribute more than five million cases of beverages in southeast Michigan.



An Innovative Approach to Fuel Savings



Wil Fischer Distributing, a Springfield, Missouri, beer distributor that employs 75 hardworking individuals, converts used cooking oil and grease into fuel – which is a win-win for the distributor, the environment and for licensed retailers like bars, restaurants convenience stores and grocery stores. While delivering products to accounts that fry food, Wil Fischer collects used cooking grease and oil. At its warehouse, Wil Fischer filters the used grease into fuel for its fleet of delivery trucks. This use of alternative fuels, in

addition to Wil Fischer's fleet of propane-fueled sales vehicles, not only provides cost savings but also helps the company conserve thousands of gallons of fuel each year and reduces the company's fuel dependency.

Custom-Sized Fuel Tanks

J.J. Taylor Distributing Florida, Inc., in Tampa, Florida, has an owner-operated fleet of over 120 power units. J.J. Taylor realized that by changing the specifications on its new tractors that the company can generate savings in the weight of the units. Because its tractors travel within a close distance of its warehouse and return to the warehouse each night, J.J. Taylor began installing smaller fuel tanks on its delivery trucks – large enough to accommodate delivery routes but not so large that they result in unnecessary weight. By dropping down to 80-gallon fuel tanks, J.J. Taylor saves an average of 900 pounds per truck, greatly increasing the fleet's miles per gallon and reducing fuel costs and emissions.

Additional Fuel Savings Measures

Routing software helps distributors reduce fuel usage by detailing optimal routes for each truck on any given day. Routing solutions guarantee that only the necessary number of trucks will be on the road, traveling the most efficient routes possible.



At some retail stops, beer truck drivers used to leave trucks idling in parking lots while making deliveries in states where that is legal. Today, drivers are making a concerted effort to **turn off their trucks** to reduce fuel waste.

Many distributors are also placing settings on beer trucks to ensure they travel at the most fuel-efficient speeds. It is a common practice to install **GPS devices** on beer trucks so the home office can monitor the path and speed of the truck during a delivery route.

In The Warehouse

Solar Energy Powers Warehouses

Bay Area Beverage Company in Richmond, California, invested in a solar panel roof for its 270,000 square-foot warehouse, which employs 200 men and women in the San Francisco Bay Area. Bay Area Beverage has realized the benefits of generating solar energy; the distributor now produces more power than it uses resulting in a huge conservation of energy and reduced costs.

A solar panel roof also powers **Markstein Sales Co. in Antioch, California**, which employs 120 and distributes four million cases of more than 100 labels of beer annually. More than 2,000 185-watt peak electric polycrystalline



photovoltaic modules, or solar panels, top the energy-efficient facility. The amount of carbon saved by installing the solar panel system is the equivalent of driving 22 million miles over the 25-year life of the solar panels.

Point Pleasant Distributors in Allenwood, New Jersey, also gets the energy to power its warehouse from the sun. The distributorship, which employs 93 and distributes 85 brands, has recently completed installation of a 102.9-kilowatt solar electric system on its roof that runs Point Pleasant's large refrigeration units. The system will spare the air nearly 170 tons of greenhouse gasses annually and produces enough electricity to run twelve average homes. The system produces the most electricity during sunny days in the summer when electricity is most expensive and when the company's refrigeration units need it the most.



Enlightening Savings

Eagle Sales of the Black Hills in Chamberlain, South Dakota, which employs 20 hardworking individuals and distributes 70 labels of beer, is one of many beer distributors that have installed motion-activated light fixtures. Motion sensor technology turns the lights off in aisles when beer is not being “picked” or stocked. This technology can save thousands of dollars a year in energy costs and can save the environment millions of kilowatts in unnecessary energy expenditures.



Matesich Distributing in Newark, Ohio, is one of several beer distributorships that are transitioning their warehouses to new, energy-efficient light bulbs. Matesich installed 156 energy efficient bulbs to replace 171 bulbs previously needed to illuminate the warehouse – as well as 30 motion sensors. In less than one year, Matesich, which employs 90 individuals, has already seen a 22-percent energy savings in its 115,000 square foot distribution facility.



Petitpren Inc. in Clinton Township, Michigan, a fourth-generation family business that provides quality jobs to more than 150 individuals in the local community, overhauled its lighting system. Because of the new lighting, Petitpren has helped reduce power use by 178,969 kilowatt-hours per year. Petitpren’s new lighting also reduced greenhouse gas emissions, with 174 fewer tons of carbon dioxide and 4,400 fewer tons of airborne pollutants. Cutting that much electricity also saves nearly 15,000 gallons of fossil fuel each year – or the equivalent of taking 29 cars off the road.

In the Marketplace

Bottle and Can Recycling Initiatives

In the states with beverage container deposit laws or “bottle bills,” beer distributors are key players in the collection and recycling of bottles and cans. In many states, distributors are responsible for collecting and reimbursing deposits on bottles and cans from retailers or consumers in the state.

In addition to collecting cans and bottles for the state, **Clare Rose, Inc., in Melville, New York**, runs a 26,000 square foot state-of-the-art recycling facility. Clare Rose operates two beer distribution facilities that service Long Island and employ 278 individuals. Clare Rose’s recycling center processed 731 tons of aluminum and 14 million tons of glass from beer cans and bottles in 2008 – so many cans and bottles that it has invested in building an entire new recycling facility to accommodate the high volume of recyclables it processes.

Recycled Point-of-Sale Material

O & W, Inc., in Ypsilanti, Michigan, which employs 105 individuals in its 100,000 square foot facility, have developed comprehensive waste management programs and are 100-percent recyclable. Waste management picks up the company’s waste – three bailers, five days a week – for recycling. All of the aluminum cans that are returned to the distributor from retailers are crushed, compiled into 30-pound blocks and recycled along with glass and plastic bottles. O & W has also reduced point-of-sale waste by ordering only the specific amount of an item needed instead of receiving standard orders and by producing only custom print banners, table tents, shelf strips, statics and other signs for retailers to eliminate excess waste.





America's Beer Distributors: Promoting Responsibility and Sustainability in Our Communities

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Featured Initiatives

Initiatives by State

Distributors: Submit Your Responsibility and Sustainability Efforts

FIRST NAME LAST NAME
COMPANY TITLE
E-MAIL ADDRESS PHONE
PROGRAM NAME State

See what distributors are doing around the country to promote responsibility and
sustainability in their communities.



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To learn more about the sustainability efforts of beer distributors in
your community, visit www.DistributorResponsibility.com.



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