



FOR IMMEDIATE RELEASE
July 1, 2015

CONTACT: Leia Ostermann
Perry Communications Group
leia@perrycom.com
(916) 658-0144

Craft Brewers Lead California in Sustainability, Water Conservation and Water Re-Use
California Craft Brewers Association Highlights Brewery Members' Efforts to Conserve and Reduce Water Use

SACRAMENTO – Tom McCormick, executive director of the California Craft Brewers Association (CCBA) issued the following statement today on the impact of the ongoing drought on California's craft brewing industry.

"CCBA's craft brewery members have long cared about sustainability and California's natural resources. Water conservation is the new normal for California and CCBA's brewery members are committed to developing and implementing the most current technologies in water conservation and reuse at their facilities.

For the past two decades, our members have consistently sought out and invested in new ways to reduce the amount of water used in the beer brewing process. Since 2007, Sierra Nevada Brewing Company (Chico) has reduced water consumption per barrel of beer by 25 percent, Ballast Point (San Diego) has reduced its water use by more than 24 percent, and Stone Brewing Company (San Diego) recycles more than 62 percent of its water daily, reducing the need for fresh water.

The amount of water used by craft breweries in California ranges depending on brewery size and other factors. Most of the water used in the process of brewing beer is actually for cleaning and sanitation. The water-intensive ingredients found in beer, including hops, barley and yeast, are imported from water-rich states, Washington and Oregon. This reduces the agricultural impact the brewing process has on California's water crisis.

Water is important to California and to craft brewers across the state. CCBA members will continue to implement innovative and effective ways to use this precious resource more efficiently."

About California Craft Brewers Association

The California Craft Brewers Association is a 501(c)6 non-profit trade association protecting the political and legal rights of the California craft brewing industry. The association was formed in 1989 and is the oldest state craft brewers' trade association in the country To learn more about the craft beer industry in California, please follow California Craft Brewers Association on [Instagram](#), [Twitter](#) and [Facebook](#) or online at www.californiacraftbeer.com.

###