

Doing Green All Year

Amber Aristy
Slane Ambassador
2020

Slane
Sustainability



CONTENTS

- Slane + Sustainability
- Define Sustainability
- Asking the Right Questions
- Drinking as an Agricultural Act
- Flipping your Bar Program
- Further Assistance

SLANE + SUSTAINABILITY

“You will never own Slane. We are just here to protect it for the next generation.”

– Henry Conyngham

- We've reduced fossil fuel by up to 30%, which lowers our carbon output by about 900 tons.
- Anaerobic digesters that convert distillation waste into a renewable fuel source that will heat our stills.
- Make use of a Waste to Energy recovery system that recycles the still cooling processes to heat other systems, like our boiler.
- Rainwater reclamation system to reduce energy spent on water treatment, and environmental impact of drawing water from the River Boyne
- Commitment to partnership with Origin Green.

SLANE + ORIGIN GREEN

Origin Green

A commitment to sustainable farming, sustainable food practices, and lowering overall carbon footprint.

- We will source 75% of our raw materials from suppliers with sustainability certifications by 2021.
- We will reduce the volume of outgoing packaging by 2021.
- We aim to reduce our total energy use by 10% by 2021.
- We will obtain 10% of process heat from renewable energy by 2021.
- We commit to lowering our total waste reduction by 10%, and send zero waste to landfill by 2020
- We aim to meet the Brown-Forman Best Distillery Water Use Efficiency Ratio of 11.5L/OLA by 2021
- 100% of our employees will engage in our Slane Community Engagement Strategy by 2021

DEFINE “SUSTAINABILITY”

Having a common language is important in any conversation that affects change.

Sustainability has two definitions:

1. The ability to exist constantly.
2. Avoidance of the depletion of natural resources in order to maintain an ecological balance.

In bar owner speak:

Lowering the environmental impact while maintaining a profit.

Focusing on the wallet helps proprietors/managers understand the benefit even if they cannot see the environmental upside.

Once a mutual goal has been set the conversation becomes less defensive.

MONEY TALKS

Pouring Ribbons (on premise/NYC) from 2016-2019

60% Reduction in produce orders
(*30%* was from the par system alone)

Garnish cost is down *50%*

Menu ingredient cost is lowered allowing for nicer spirits

Prep Labor down by *10%*

R&D costs lowered

Backstock inventory lowered by *15%*

Quarterly pop-up costs down *75%*

ASPIRATIONAL RECYCLING

Isn't there a quote about good intentions paving the road to somewhere?

- “Contamination” is what happens when too many non-recyclables are mixed in with recyclable materials.
- Know your account’s general city guidelines/contamination Marker! A basic understanding of what one can and cannot toss in that big blue bin makes a huge difference.
- Every Municipality is different, **Ask The Right Questions**
- We will go over those questions in the next few slides, but here are some things to look out for:
 - Types of plastics require different treatment
 - Colored Paper
 - Food residue – glass, plastic
 - Bio-Plastics
 - Bottle caps
 - Liquids
 - Tempered or ‘heat resistant’ glass, freezer-proof/heat proof paper
 - “Tanglers” and bags

ASKING THE RIGHT QUESTIONS

Contact your local Department of Public Works

1. What is accepted/what isn't?
2. In what condition? Rinsed, cleaned, separated?
3. Do you have an industrial composter?
4. How is your recycling separated?
5. What is your contamination marker?
 - How much contamination is allowed before it goes to the dump?
6. Is it all metals or just cans?
7. Is there a scrap metal processor in your area?
8. What is getting shipped outside of your area?



EXAMPLE:

Atlanta Market

- Check out the website for your account's Municipality:
- Google: (your city) recycling

<https://www.atlantaga.gov/government/departments/public-works/recycling-program>

- **What is accepted/what isn't?**
- Your municipality's website will likely have most of the information you need. See next slide for example.
- For the more specific things, like contamination markers, bioplastic care, and tanglers, call them! They'll be happy to explain it to you. No really, they will be.

Atlanta Market

We have a handy infographic that can be printed and taken to accounts, I bet your municipality does too.

So many handy pointers available at the click of the finger!

- Dump, rinse, and leave the caps on your bottles of Coke!
- Be sure to break down your boxes! Yes, even that box of Cinnamon Toast Crunch, and that errant 50ml sleeve.

RECYCLE

Glass	Metal	Paper	Plastic
Bottles and Jars empty and rinse	Aluminum and Steel Cans empty and rinse	Cartons, Mixed Paper, Newspaper and Magazines flattened cardboard	Bottles and Containers empty and replace cap

NO!

Do Not Bag Recyclables no garbage	No Plastic Bags return to retail	No Textiles or Clothing	No Tangles, Cords, Hoses or Chains	No Food or Liquid empty all containers

ATL 311 Call 311 or go online at Atl311.com for questions and concerns.

Sign up for reminders, alerts, and tips on what can be recycled at www.atlantaga.gov/recycling
Enter address and click "get a reminder!"

Containers should be placed on curb by 7 p.m. the previous day and removed (from curb) by 7 p.m. on collection day.

Funded in part by THE RECYCLING PARTNERSHIP and THE Coca-Cola FOUNDATION

- Glass isn't always okay. Sometimes certain dyes can't be reused.

Check with your municipality!

Atlanta Market

- Remember: your local landfill *wants* you to recycle. Chances are, they've made it easy if you look.
- Atlanta Solid Waste Services App: Look up particular items!

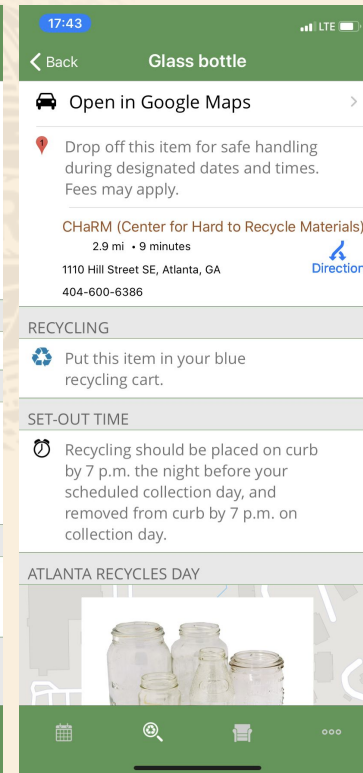
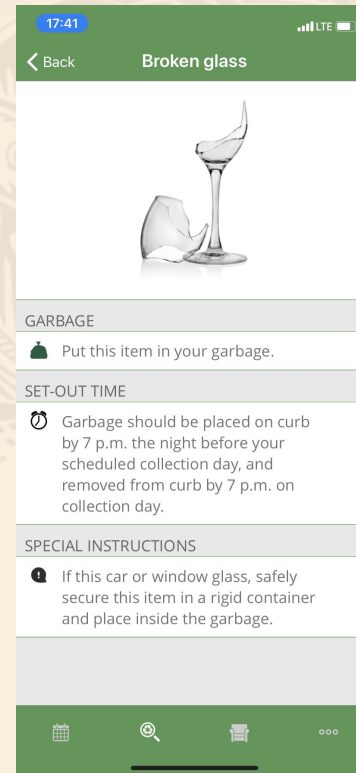
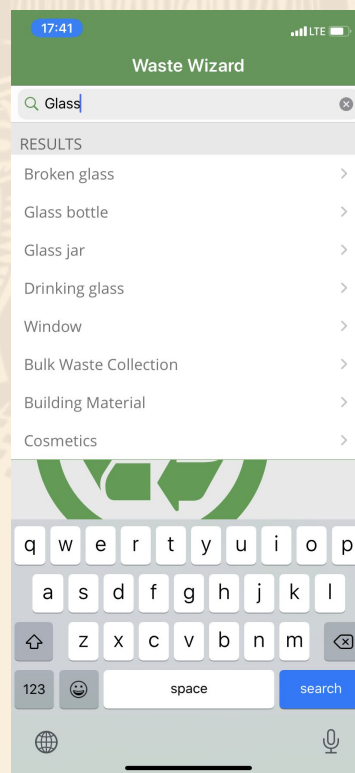
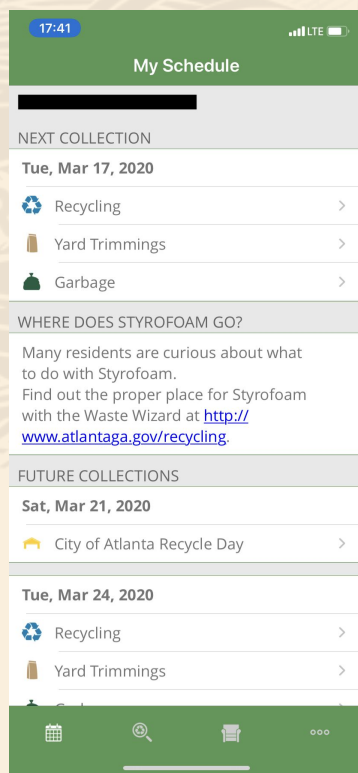
So Cool!
So Easy!

Search by any
account at any
time!

What was that
you said about
recycling glass?

Is it tempered or
crystal?
TRASH!

Anything else?
Check with your
municipality!



Atlanta Market

- **Do you have an industrial composter?**
 - Bio-plastics require a high temp, anaerobic composter to properly breakdown without releasing harmful greenhouse gases into the environment. What does your municipality do to combat that?
 - Helpful explanation found [here](#).
 - **Answer:** Atlanta does not have an industrial composter, and will not have the capability for the foreseeable future. Send all bioplastics to landfill for now.
- **How is your recycling separated?**
 - **Answer:** [Single Stream Recycling](#). All recyclables are put into one bin for single collection, shredded at facility, then put through a sieve that separates by weight.
 - Further, our Material Recovery Facility is closed loop and utilizes a Waste to Energy recovery system.

Atlanta Market

- **What is your contamination marker?**
 - Atlanta doesn't have a contamination marker, exactly. Due to the single stream employed, contamination is rare.
- **Is it all metals or just cans?**
 - Only aluminum and steel cans! Which means aluminum foil can be recycled in my municipality, but not metal bottle caps.
- **Is there a scrap metal processor in your area?**
 - Yes, but they do not have a relationship with my MRF.
 - We have CHaRM (Center for Hard to Recycle Materials), that takes care of office furniture, TVs, etc.
 - All other scrap metal, like tools, parts, or detritus (like bottle caps) should be taken to a scrap metal processor
- **What is getting shipped outside of your area?**
 - Atlanta handles all recycling in state.

DRINKING AS AN AGRICULTURAL ACT

- ◆ **Asking the right questions:**
 - Does this producer make their own spirit?
- ◆ If sourcing, is this being done responsibly?
- ◆ Is the carbon footprint from sourcing mitigated by other practices?
- ◆ Do they utilize direct farming relationships?
- ◆ Carbon footprint mindfulness:
 - ◆ Do the suppliers shipping and production methods balance with the carbon cost of shipping?
- ◆ Is their packaging recyclable in your municipality?



DRINKING SLANE AS AN AGRICULTURAL ACT

• Answering the questions:

- **If sourcing, is this being done responsibly?**
 - All sourcing is done mindfully while Slane distillate rests.
- **Is the carbon footprint from sourcing mitigated by other practices?**
 - Heat recyclers, use of anaerobic digesters, water reclamation, and low waste practices are just the beginning of our commitment to sustainable practices.
- **Do they utilize direct farming relationships?**
 - Further, the Slane distillery is situated on a farming estate where we grow our own barley for distillation. The waste of which is used as feed by local farmers.



PURCHASING WITH POSITIVE INTENT

- ❖ Where can a buyer affect change?
 - **Ask the right questions.**
 - Producer recyclables, packaging, farming relationships, etc.
- ❖ Define the parameters and Outline your Assets
 - Set Guidelines, Talk it out, Revise, Refine
- ❖ Figure out how long it will take to make the switch
 - Be realistic! Slow and steady wins this race.



Why Should Buyers Pay Attention to Slane?

- What sets Slane apart?
 - Commitment to sustainability
 - Relationships with local farms
 - limiting waste
 - biodiversity
- How does this align with a bar's identity?
 - Community is key. Working together will affect lasting change.



FLIPPING THE BAR PROGRAM



The hardest part is making the leap!

Step One:

Trace Your Waste
Create a Par Sheet

Step Two:

Implement systems for reuse in at least
one area of waste.
Add more areas as the systems become
familiar.

Step Three:

Get your staff on board! Incentives,
prizes, constant encouragement!

[Flip the Bar](#)



HOW CAN SLANE HELP?

- Connect accounts with municipality.
- “Sustainability Day” Come bearing infographics, where we will teach the staff what can and can’t be recycled – think contamination importance.
- Glass recycling bins, and drives.
- Use friendly competitions within neighborhoods. Who can save the most glass? Appropriately recycle the most plastic? Best cocktail made from second use materials?
- What can be re-used until it’s dead? Old wine, oleosaccharum, reusing glass bottles, grow your own garnishes, pickle, dehydrate, cure!
 - Syrup infusions > Tinctures
 - Spirit infusions > Rims
 - Pulp > Fruit Taffy

FURTHER ASSISTANCE

- There are a million resources online to help discover your account's needs. Thankfully, there is another resource available to the bar community called Trash Tiki. Any questions, comments, or desperate pleas for advice can be directed to them. They have all the answers.
 - [Trash Tiki](#)
- While this may seem like an insurmountable problem, every little bit helps. Reforming the way we serve spirit is a massive move in the right direction.
- Look what these amazing people have accomplished!
 - [Pouring Ribbons](#)
 - [White Lyan](#)
 - [Silo Restaurant](#)
- Together we can [Do Better](#)



Appendix

TRACE YOUR WASTE: FACTS

1. At the end of the day, sustainability can be a capitalist venture.
2. Of the 6.3 billion tons of plastic we've thrown away since we started mass-producing it in the 1950s, just 600 million tons has been recycled
3. Contamination occurs when a batch of recycling contains a percentage of non-recyclables causing the whole batch to be sent to landfill
4. "Aspirational Recycling" occurs when a person throws anything and everything that *could* be recyclable into a recycling bin.



WASTE SEPARATION IN NORTH AMERICA

Plastics

- 70% in US is shipped to developing countries for sorting, processing
- Overwhelmed facilities
- No global regulation
- Often contaminated with food remnants & sent to Landfill
- Processing plants often emit harmful greenhouse gases



Glass

- Often not separated by color and broken before facility (contamination)
- crushed post-consumer glass, known in the industry as "cullet," is cheaper than the cost of raw materials and it melts faster
- Aggregates (pavement), abrasives, landscaping, ceramics, insulation, astroturf to name a few

Metals















- Can be recycled even when only 50% of product is metal
- Separated by ferrous vs non - ferrous, then crushed or compacted
- Melted into sheets for re-use
- Many municipalities do not pick up anything other than cans; you must actively seek out scrap metal recyclers

THE PLASTIC PLIGHT

- [How does plastic work?](#)
 - There are 7 different registered plastics. Only some of them are recyclable.
- [Here](#) is a handy break down of what can and cannot be recycled!
 - As always: call your municipality for details.

Type	Example	Recyclable?
1	Soda/water bottles,cups, jars	Yes
2	Milk jugs, laundry detergent, shampoo bottles	Yes
3	Cleaning supplies, plastic lining, automotive	Sometimes
4	trash bags, 6-pack rings, bread bags	Sometimes
5	Shipping bags, straws, hangers	No
6	To-go containers, coffee cups, cartons	No
7	Acrylic, PLA bottles, headlamp casings	Infrequently

Plastic Resin Identification Codes

 PETE	 HDPE	 PVC	 LDPE	 PP	 PS	 OTHER
Polyethylene Terephthalate	High-Density Polyethylene	Polyvinyl Chloride	Low-Density Polyethylene	Polypropylene	Polystyrene	Other
<p>Common products: soda & water bottles; cups, jars, trays, clamshells</p>	<p>Common products: milk jugs, detergent & shampoo bottles, flower pots, grocery bags</p>	<p>Common products: cleaning supply jugs, pool liners, twine, sheeting, automotive product bottles, sheeting</p>	<p>Common products: bread bags, paper towels & tissue overwrap, squeeze bottles, trash bags, six-pack rings</p>	<p>Common products: yogurt tubs, cups, juice bottles, straws, hangers, sand & shipping bags</p>	<p>Common products: to-go containers & flatware, hot cups, razors, CD cases, shipping cushion, cartons, trays</p>	<p>Common types & products: polycarbonate, nylon, ABS, acrylic, PLA; bottles, safety glasses, CDs, headlight lenses</p>
<p>Recycled products: clothing, carpet, clamshells, soda & water bottles</p>	<p>Recycled products: detergent bottles, flower pots, crates, pipe, decking</p>	<p>Recycled products: pipe, wall siding, binders, carpet backing, flooring</p>	<p>Recycled products: trash bags, plastic lumber, furniture, shipping envelopes, compost bins</p>	<p>Recycled products: paint cans, speed bumps, auto parts, food containers, hangers, plant pots, razor handles</p>	<p>Recycled products: picture frames, crown molding, rulers, flower pots, hangers, toys, tape dispensers</p>	<p>Recycled products: electronic housings, auto parts,</p>
						

PLASTICS

Yes
please recycle

No
thanks



All plastic bottles, jars, jugs, and tubs, such as: water, milk, juice, ketchup, condiments, laundry detergent, soap, shampoo*



Styrofoam, plastic bags, black plastic, flower pots, berry boxes, cups, meat trays, motor oil bottles, containers over 2.5 gallons*

*Lists are not all inclusive. For more detailed information, please check www.springfieldmrf.org or call the recycling hotline at 888-880-0784 ext 2293.

GO FORTH, AFFECT CHANGE

One:

Know your account's municipality!

Two:

Speak a common language.

Money Talks

Everything tossed is an opportunity lost.

Three:

Set guidelines, revise, refine.

Four:

Slane can help!

Yield Map, How-to trainings

Incentivize!