

# PREMIUM BEER

BORN & BRED IN THE NORTH



**ELEVEN GREEN INITIATIVES**  
Our Goals towards Environmental Sustainability

*Make it  
Lake Time*



# WHO WE ARE

## A LITTLE, BIGGISH BEER COMPANY

**We are 80 strong now and that number grows to 125 in the busy, summer months...so lots of people work together day in and day out to make Lake of the Woods Brewing Company, Lake of the Woods Brewing Company.** Founded by Taras Manzie, Audrey Manzie, Rob Dokuchie, Frank Leroux, and Gene Manzie in 2010, Lake of the Woods Brewing Company continues to be an independent, family-owned and operated company shape-shifting the communities that we live, work and play in.

When we opened in downtown Kenora as the only craft brewing company within hundreds of miles of an urban centre, we began with a straight forward, and unorthodox mission: we believe that beer is for everyone and for everyone there is a beer. Inspired by an old German proverb – ‘It takes beer to make thirst worthwhile’; brilliant in its simplicity and a truth that is self-evident. At Lake of the Woods Brewing Company we believe that life is about enjoyment, and saying what you mean and doing what you say. We believe in the power of a handshake, that there is no substitute for hard work, and above all life is an adventure – go out and live it!

Flash forward to today. We’re a bigger – but still small – brewery, with the same mission. Thanks to a lot of awesome fans, who believe in what we are doing as a company, we have a lot of passionate, talented and brew crew workers who have come together to grow this company into a very special community.

With minnow races, dress-up days, Thanksgiving pot-lucks and Beer Fridays, Lake of the Woods Brewing Company is a little outside of the box in everything we do...and together we blaze trails in little and big ways.

**We may not change the world – but we are changing the way we all look at it – one beer at a time.**



# PART OF CANADIAN BREWING HISTORY

## OVER A CENTURY IN THE MAKING

Lake of the Woods Brewing Company is proud to be Ontario's northernmost brewery. It all started back in 1898 when entrepreneur Abraham Kingdon opened the doors to the original Lake of the Woods Brewing Company in downtown Kenora. The brewery thrived as Kenora's local beer until 1954, when it was forced to close the doors - unable to compete with the emergence of the newly formed, large national breweries.

We are proud of our local brewing heritage and pay homage to the great people of the north that made Lake of the Woods beer, and to those that drank it. Thank you Kenora, for supporting local beer since 1898. **Today, the brewers at Lake of the Woods Brewing Company use the same simple ingredients used by the local brewers of the past... fresh, Canadian Shield water, malt, yeast and hops. That's it.**



# 11 GREEN INITIATIVES

## 1) ALL NATURAL INGREDIENTS

While Food Canada allows over 100 ingredients in beer, Lake of the Woods Brewing Company uses only four, all natural ingredients (Lake of the Woods water, malted barley, hops and yeast), all GMO-free. By 2022, we will reduce elements from our packaging line by recycling more: aluminum cans, cardboard cartons, and even shrink wrap will be compacted in the shop to be recycled into new materials.





## 2) ENERGY-EFFICIENT EQUIPMENT & LIGHTING

In the new facility, we will adopt energy-efficient fixtures and bulbs. We will be more conscious of our energy usage and leave electrical lights off - taken better advantage of the natural sunlight flowing into the building. We will add motion detectors to cut down on power usage. We will add a power capacitor to the main electrical panel for more efficient power usage. And, we are installing energy-efficient equipment in a state-of-the-art brewhouse that will greatly reduce our carbon footprint.

## 3) POWERED BY THE SUN

The pen-ultimate goal of this green initiative is to prove that manufacturing in the North can be done responsibly and sustainably. A **NET ZERO** goal is one, we believe is attainable. This will include a mix of energy saving and energy producing technologies, and it serves as a model for the way we all think about the manufacturing industry. The proposed system will consist of 2167 solar panels. Using 360W panels (roof-mounted), makes it a 780kW solar system. A solar system this size will generate 908,700kWh/year. The total project carbon offset over the life of the system (30 years): 1,015 tonnes of carbon dioxide.

## 4) BEES, BEES, AND MORE BEES

Explore. Create. Protect. The connection between honeybees and humans goes back thousands of years. We have had generations to learn about these tiny creatures yet, even with modern technology and research capabilities, many aspects of a bee's life remain a mystery. It is no secret that the life of the honeybee is in danger. One thing is certain: Human beings are inextricably linked to bees. We are going to help these tiny creatures do what they do best: Make a healthier, sweeter, and more beautiful world. Lake of the Woods Brewing Company is going to build a "firehall inspired beehive" to bring awareness to the life of the bee and the beehive. And, we will also encourage citizens to become active beekeepers through a "BEE" initiative, supported by the Charity Pints program, from 2019 through to 2022.

## 5) GREEN OFFICE SPACE

We will work towards a digital office (which consists of non-printed reports and invoices and using electronic funds transfer) as well as defaulting to 2-sided printing. We aim to cut our paper usage by 50% by 2021. We are cognizant of purchasing earth-friendly inks, and we will investigate working partnerships to dispose of e-waste through a qualified company. In 2020, we will make every effort to switch our copier paper to Step Forward Paper, a wheat-based, 80% tree-free paper.

## 6) STEAM HEATING

Steam is the most efficient form of heat and it will be the exclusive resource used by Lake of the Woods Brewing Company in the new, big brewery & events centre. We will use steam heating to heat water for brewing and climate control of our brewery & events space. We will use greener natural gas, powered by Bullfrog Power. This initiative also has the potential for a community based project, supported by both Bullfrog Power and Lake of the Woods Brewing Company. The project is yet to be determined but what is at the heart of the community based project, is a commitment to fully support and find solutions for a demonstrated need in the community (eg. sleeping pods for the homeless).





## 7) WATER RESOURCE CONSERVATION & PURIFICATION

Water is the single highest volume input used at any brewery. We source our water for brewing from the Lake of the Woods because of its clarity, purity, and quality. But aside from the cool, crisp water we use in brewing our beer, we also use municipal tap water in our operations to wash cans, kegs, tanks and floors of the packaging line, as well as water in our office, admin and hospitality areas.

We are poised and ready to launch a program to conserve as much water as possible in the new facility: With the installation of water-saving equipment like our new canning line, keg filling line and shower heads on the packaging line. Staff education and training is a key element of this overarching initiative. PLANET FIRST in 30 also creates timelines to eliminate all phosphates from our cleaning agents so as not to contaminate waste water here and further downstream.



## 8) WASTE WATER

As a SME and an independent brewery, we join many of our colleagues across the globe in the pursuit of green brewing initiatives, pushing ourselves to change work-flows to be better stewards of natural resources. Lake of the Woods Brewing Company is going to build the new, big brewery & events centre with sustainability in mind. This 'good brewing project' includes waste water and how we monitor it, how we clean it, and how much we can safely and responsibly re-use. We are ever mindful of the idea that you can't have a healthy planet without clean water, and you can't have great beer either.

## 9) CLEAN NEIGHBOURHOODS

Art that inspires action is behind this green initiative. We will design/build metal sculptures that serve as garbage receptacles and they will be strategically placed in neighbourhoods throughout Kenora, including the historic downtown area. People will be encouraged to pick-up litter and trash and place it in the ARTy objects. This is in partnership with Northern Waste & Hauling and the City of Kenora.





## 10) SAY GOOD-BYE TO SINGLE USE PLASTICS

Lake of the Woods Brewing Company is going to follow the exemplary leadership set out by Prime Minister Justin Trudeau and the Government of Canada. We will start building strategies and implementing plans to help integrate environmental responsibility into the daily lives of our staff and patrons. We are saying good-bye to Kraft paper bags in 2019 - presenting options that are re-usable and more eco-friendly. And, by 2021 we will be better equipped to say good-bye to single use plastics.

## 11) BEER 'N TREES

Why are trees so important to the environment? Trees help clean the air we breathe, filter the water we drink, and provide habitat for over 80% of the world's terrestrial biodiversity. Forests provide jobs to over 1.6 billion people, absorb harmful carbon from the atmosphere, and are key ingredients in 25% of all medicines. Lake of the Woods Brewing Company is committed to planting 10,000 trees a year in the Lake of the Woods region, from 2020 through to 2027. We will plant jack pine, red pine, and black spruce saplings under the guidance and direction of Miisun Integrated Resource Council.









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