**New Belgium interview with Hometown: Earth**

**Speaker 2** [00:00:00] You can use business to do a lot of good in the world, and hopefully, eventually, that means business and good, and our humanness is all tied together instead of maybe separating out

**Speaker 1** [00:00:12] Welcome Neighbors to Hometown or the podcast that brings it down to earth approach to all of your sustainability questions. I'm your host, Lena Samford, here on the Bleav Podcast Network, the number one podcast network for professionals here. We believe that everyone can change the world. Do you believe I'm a Midwest gal with big dreams to discover what it takes to reduce my impact on this beautiful place we call hometown? Join me every Tuesday as we navigate what actions we can take, big or small, to make a positive impact in your life and the lives of your neighbors on hometown Earth.

**Speaker 1** [00:00:52] Hello, neighbors. I am going to preface this interview by saying if you're able, you should make your way to your fridge right now and crack open a cold one because I am absolutely drinking a beer for this episode. Today, we get to hear from Jessie Kaufman, who works on the corporate social responsibility team at New Belgium Brewing. Not only does New Belgium brewing have an amazing list of beers to serve every taste, but they are recognized as a leader in the industry for sustainability and social responsibility. And when I say leader, I mean the leader. They are now the fourth-largest craft brewing company in the U.S. dedicated to proving that business can be a force for good. New Belgium is a certified B Corp and was the first brewery to join one percent for the planet, meaning they contribute at least one percent of their annual sales to environmental causes. The brewery has donated over twenty-nine million dollars to charitable causes since nineteen ninety-one. The list of things that this company is doing for the people and the planet is long and honestly just continues to amaze me. Their in-house processes are driven by innovation. All the while, they're fighting for better climate policy, clean land and water, and providing spaces for diversity, equity, and inclusion. Truly, they are a company that is brewing beer for all. But like I mentioned today, we get the pleasure of chatting with Jesse, who has been with the brewery just over three years and has worn many hats in her time there, leading public and private tours, planning and executing events, running local social media, and has continued to demonstrate her diverse skill set in her current role by directly supporting the director of social and environmental impact, streamlining process efficiencies and working to kind of tie the threat of new Belgium's human power business model throughout the company, both externally and internally. Jesse's passion for people and culture resulted in a triple major from Luther College in anthropology, Spanish and international studies, and grew further through a study abroad semester in Lima, Peru, influencing her drive to empower people to better understand one another in her personally, culturally and societally. Outside of work, you can find Jessee spending time outdoors, climbing and hiking, listening to good music and currently living out her long time dream of living sustainably and intentionally in her own tiny home. And I am so jealous of this. That is literally like my dream. Jesse is seriously such a fun guest and I'm so excited for y'all to learn more about the awesome work that New Belgium is doing. So without further ado, let's hop in and chat with Jesse. All right. So, Jesse, thank you so much for joining us today on hometown Earth, if you don't mind, just kind of introduce yourself and tell us what a day in the life looks like for you at New Belgium.

**Speaker 2** [00:04:14] Yeah, absolutely. And thank you so much for having me. Yeah. So I work on our corporate social responsibility team. So right now, a lot of my focus is on. Basically making sure our impact and the work we do is communicated internally and externally, so within our coworkers, we're doing a lot of internal work to make sure that the work we do is amplified. But then externally to to have our customers know that we don't just talk the talk and walk the talk, too. So a lot of that means I work with marketing and I get to help strategize and create content that aligns with our values, but then also exemplifies the important work that we do outside.

**Speaker 1** [00:04:57] Yeah, well, so there is there any specific projects right now that you are working on that you're just going to the rooftops and making sure everybody knows about?

**Speaker 2** [00:05:07] Yeah. So a couple we do an amazing job at grant programming that we don't talk a lot about. So we used to have different cycles of grants and I helped with that before I was in this department to reviewing and getting some feedback. But we do like bike related advocacy grant programs and that's something that we're building and just continuing to do. We've done it for a long, long time. And then specifically like beer related, one of my favorite projects I got to help a lot was with keys. Have you heard of that? No, I haven't now. OK, so there's a really great big influencer named Al Sharpton. He's based out of Atlanta. And his big thing is to create economic empowerment for the black community and making sure that we get craft beer accessible to all. So one of the beers that we released a couple of times now, different small batches is called Piano Keys and it’s this Imperial Vanilla Stout. Mm, yeah. In Atlanta and in our tap rooms. And the money goes to different nonprofits that we help decide with ale. And so that's been a really cool project to work on and just see the impact and see people love it because a lot of people, Atlanta at least the market didn't have craft beer in the in the city itself a lot. So cool to be able to bring that there and. Yeah. Invite everybody in.

**Speaker 1** [00:06:32] Yeah. It's a kind of leads to my next question. So essentially y'all do a lot of work socially and you say that you're a human powered business. Can you explain a little bit about that business model and kind of what y'all hope to achieve with that?

**Speaker 2** [00:06:50] Yeah, so human powered kind of starts. It's like from top down starts internally. So it's we take care of our people. We are people first and that trickles out to we care about people and we care about the world. Right. Because environment is where we live. And without that we would be people. So making sure that bringing business as a force for good is actually doing it for the right reasons and doing it to bring humanness and humanity into different business. Models, right, and so a lot of it now kind of changing the culture of capitalism, getting away from just like profit based marketing and everything, and trying to bring that humanity back in and making sure that everyone has access to it, because that's the hardest part. The more you get into that, the harder it is to actually give it to everybody. So that's one of the biggest things. And so that ties in a lot with our work and our, of course, our sustainability. But community as well kind of bringing everyone together to make sure, you know, we can make it work and

**Speaker 1** [00:07:59] make the world work with cold beer and hands. Yes. Well, so, yeah, we've kind of talked to a four like on the show about the three pillars of sustainability. And what I love about New Belgium is I feel like that y'all are like right there in the center of all of those pillars, you know, social corporate environment just intersecting to do really awesome, sustainable work. So I feel like that lends itself a little bit to the values that you were talking about there. So if you don't mind, let's just kind of walk through those values that New Belgium has and just kind of talk about the work, the awesome work that y'all are doing. So first off, the first one is like making beer for everybody. So you touch that on that a little bit. But if you don't mind just kind of telling this, like what beer for everyone really looks like in your eyes, that new Belgium.

**Speaker 2** [00:08:53] Yeah. So I think one of the biggest things is just making sure that we kind of build off of our history. Right. So fat tire. And we talk about a lot as being kind of a gateway into diversifying craft beer, because back when that came out, most people drank super light beers, extremely sustainable, not a lot to them. And so at that tire was a good midway point to allow people to try something else that wasn't super dark or super intimidating. Right. Because Belgian styles, when Jeff made Albie, it's a dark double and that can be kind of a lot if you're only used to drinking lager. So, yeah, Fat Tire kind of does a really good job. And we pull this through. And our goal is to continue to do that is to show that accessibility matters. So, you know, you make something accessible, you make it approachable, you include everyone and it's only going to open more doors. So that's a huge part of making World-Class beer for all. And we just really try to make sure that all of our beers, you know, we have huge, high standards for quality assurance and we have an entire team of people that run our taste panel and help people professionally do that. So making sure that everyone can taste it and know that it's going to be good to.

**Speaker 1** [00:10:12] So is that I saw on your website that you'll talk a lot about, like democratizing your beer. Can you explain a little bit about what that means?

**Speaker 2** [00:10:22] That's kind of I mean, similar mindset, right? Like there's something for everybody. So making sure that the voices we get, like ale, you know, we don't make a lot of stouts. But he was talking about how in his communities and in Atlanta specifically, there aren't a lot of stouts. And so he wants to bring that. They're like awesome. People have spoken like, let's make it the same kind of thing. We want to make sure that you don't just come here and they only make IPAs or something like that to making sure that it's safe for everyone.

**Speaker 1** [00:10:53] I do have my little flat tire. My partner keeps that tire in the house. I'm not kidding at all times like that. Yeah, so that's his favorite. And then I also have some voodoo ranger down there too. What's your favorite. What voodoo is it. Oh, I don't it's. I don't know. It's the IPA.

**Speaker 2** [00:11:16] OK. Yeah. Yeah. In itself now it's kind of its own brand so it has different one. So you had a favorite voodoo. If there was one that usually is like a classic or

**Speaker 1** [00:11:26] I think it's a classic, it's got the skeleton on the front. I don't know if they're going that way.

**Speaker 2** [00:11:32] They all do. But he's wearing different outfits and oh

**Speaker 1** [00:11:34] my gosh, I didn't even know that. Yeah, it's like a Pokemon. I got to go collect them all. It's it's kind of true.

**Speaker 2** [00:11:40] I mean, some of that the the design on that is incredible. Yeah.

**Speaker 1** [00:11:46] I love and I just saw that y'all are doing the design and design glasses every year to highlight local artists. I think that's really. Yeah.

**Speaker 2** [00:11:56] Yeah. So they're beautiful. But were you asking about my favorite beer.

**Speaker 1** [00:12:00] Like what's your favorite beer style specifically. A specific one.

**Speaker 2** [00:12:06] Yeah, it's really hard. I love our sour beers wordage sour so we know all of our beer has real fruit, real ingredients. We try to make sure that it's like super authentic and based in just the truest. Or so we can get and so our Sauers are made in our wood cellar, they're aged for one to three years. And so when you get the end result, every time it's different and the one beer that we make consistently out of there, one of them is called Transatlantically. And it's a very lambic sour. So lambic servers that are made out in Belgium in a specific region that are like open air vents that are really cool and they're traditionally cherry but different flavors. And so we actually ship it across the Atlantic and then we mix it with our golden sour ale that we make here. And beer is like this beautiful, like deep red color. And it's it's sour, but like I like. So, yeah, that's my absolute like probably no one. But satire is always good, so I can't say I can't pick that too.

**Speaker 1** [00:13:16] Yeah, absolutely. Well kind of speaking on Fat Tire, another one of those values is environmental change. And I know you'll just in a campaign that was really widely talked about the torture. So if you don't mind sticking on a little bit of the initiatives that you do to raise awareness about climate change.

**Speaker 2** [00:13:36] Yeah. So for a long time we did our own just internal energy efficiency projects like we were the first wind power grid and have done a lot of things kind of behind the scenes, but talked about some. And as we've moved forward, we realized that it's not enough just to do it ourselves. We want to encourage others to do it, too. And so one of the biggest things was the torched earth campaign we just came out with. And it was kind of a fun like, hey, what is you're going to be like, you know, let's try to imagine it. And when we did, it wasn't great to take care of climate change and the planet because we're an agricultural product. We make that. And so it was it was fun to be in those sessions to hear about, like, OK, well, what would we use then? And it's different kinds of ingredients that are used in beer now and are good. But what we think of beer now isn't what we would have. And so we called upon different organizations and corporations to enact some sort of climate goal with that beer being released. So, you know, do you have a goal in mind? Do you have any targets? If not, why not? And let's talk about it because climate change affects every single person. And so the beer's cool. You know, it's interesting. We when we sent it out and had people, you could buy it in the tap room, it was like not refrigerated because there would be refrigeration. Oh, different. No. Yeah, it was like hot with dandelions and different non multimode and then extract to make sure that it's kind of that that root which we actually do use in current beer. So that's not kind of too far out of the norm. But yeah, definitely not something that I would pick up the first choice. But yeah, we highlighted too that though beer would be our last focus if that was the world we lived in. It's something that really brings the tangible nature to it, because the further we get from things, the more separately we are, the harder it is to actually see the full impact and the the reality of it. So it was a way to say. Hey, try this, you know, it's a small release, like we want to see your thoughts and see the Spurs action

**Speaker 1** [00:15:56] to see any companies kind of step up and say that they were going to make a plan.

**Speaker 2** [00:16:01] I think naturally some companies were kind of already on that bandwagon. So like, yes. But also the biggest thing was we had like a button to tweet at companies. And so we saw some engagement there just from consumers, you know, being like, what about you? And so we had kind of a list of different organizations and corporations that didn't have like a plan. And yeah,

**Speaker 1** [00:16:21] I think I saw like 70 percent of Fortune 500 companies don't have a plan. So that's crazy. Exactly.

**Speaker 2** [00:16:29] And with like the the Paris agreement, it's just it's becoming more and more dire and more real. And so we really wanted to make something that was a tangible example of that, not just saying like, hey, do this. That's important. So it was a cool campaign. It was always a fun way to engage people. So that was the focus on them.

**Speaker 1** [00:16:54] And so your fat tire is the the first certified carbon neutral beer. And if yes, what does that look like? What what does that mean?

**Speaker 2** [00:17:04] So essentially that means that alongside our already existing energy efficient model that we have here in Nashville, we invest in carbon offsets. So it's one of the most credible ways to actually invest and become lower emissions overall because some of them aren't. So we make sure we pick a super credible sources and we essentially will invest in those offsets temporarily until we can really lower our our footprint because there's different scopes when it comes to carbon neutrality. So the first Capito's in our direct control. So that's anything that is on our site that we can work on, which we've done a ton like solar, just like water saving. The list can go on for hundreds of examples, but then scope's to a three hour supply chain and things outside of our control that right now, as much as we want to find a supplier that also is zero waste or carbon neutral, it's hard. So investing in incredible offsets is really our biggest thing right now. Not a long term solution, but that's one of the biggest ways we're able to have that to be carbon neutral. And then Mountain Time is actually certified carbon neutral now as well.

**Speaker 1** [00:18:19] Officially, Adso, I'd listen to it whenever y'all are in the process of getting that to that point. And so I'm glad to hear that. So now you got to.

**Speaker 2** [00:18:28] Yes, we have to. That's awesome. So we're aiming to get the whole brewery, all beer brands by 20, 30 certified carbon neutral. One of the biggest things of offsets is there are some that they'll talk the talk and you research it and you realize that that money didn't actually go toward those really important projects that actually help reduce the carbon going into the atmosphere. So we try really hard.

**Speaker 1** [00:18:53] Yeah, that's how I was going to say. You mentioned it a little bit like we could not talk about all of the things that New Belgium does in one episode. And secondly, it is insane, all of the stuff they all do. So right now, I'm going to encourage everybody to go to your website and kind of check out as much stuff as I can give tons of resources there. But what do you think? Are some of the you've touched on a couple of them, but what do you think are the biggest drivers for that environmental and social change that y'all are trying to put forth?

**Speaker 2** [00:19:26] Yeah, well, first off, also tell them to visit the website, but then folks can also visit, drink sustainably, dotcom, those spaces or anything. And that website specifically curated to talk about torture dirth a little bit, but then they are bigger CarbonNeutral efforts. So very well done, beautifully put together and great content, easily digestible to. So something that combines what we just talked about, too, with like our offsets are just kind of our efforts toward bringing people together is our investment in a company called Indigo Agri Agriculture, and they in turn invest in local rural communities and farmers, because as it's clear, you know, the the rise in kind of fast paced consumerism culture means that a lot of small town farmers are out of work and not able to keep up with demand. And so one of the biggest things with our investment in them is regenerative. I can never say that word. So that's driving economic prosperity for those farmers and making sure that not only like the small towns and the rural communities are in a lot of need right now. And so if if they're the ones that in the end can actually help us with climate change, like they're going to end up being the heroes of it. Right. And so that's. One of the things that's like a full circle, like we're supporting people or supporting their local economies and the planet, and so it's all very intersectional. And so a lot of those folks just don't get what they need, especially the way kind of our our economy is working in this day and age. So big opportunity for like a global solution that can start in small places.

**Speaker 1** [00:21:10] Yeah. Is there any other ones? I feel like that other companies should be taking note and doing more. It just kind of blows my mind that they aren't actually have had any trouble. I mean, nobody's been around for 30 years. And I feel like everything that you all have done is kind of different and it should be the norm. But it's not has so many challenges kind of being in a bigger space that's traditionally not very inclusive or not very comit forward as far as their actions.

**Speaker 2** [00:21:46] I think, you know, unfortunately, just a lot of the issues that we talk about are we are passionate about have been politicized. And so that tends to be a driver for folks not to engage. And so we talk about a lot that a lot of these issues need to be depoliticized because they affect everybody, like they're not just one side or the other or anything. And so there is a huge catalyst for bringing people together, for conversation, for breaking down barriers. So we are unique in our opportunity here. Right. A lot of companies that maybe don't make the same kind of product. It's hard to talk about things if they don't fit your brand, if they don't fit your business sales model. And so we tie it into ours. And that's the biggest thing that I think like human powered business is trying to push forward and why we're trying to encourage companies to land on that is that. That model actually puts people first instead of money first, right, people over profit, and so that's I mean, that's the biggest thing. And any issues we faced, I think, is just kind of the pushback of like, well, we don't do that. Why not?

**Speaker 1** [00:22:57] You know, just starting a conversation there.

**Speaker 2** [00:23:00] And we're lucky that Kim and Jeff, when they started, kind of had those foundations of people and the planet already kind of integrated. And so we like to use that as an example to say you can start from wherever you are. You can start adding it in now little by little. And I think, you know, there's different companies that do great examples like Ben and Jerry's makes ice cream, but they do some job of like their advocacy is amazing. And so you can use business to do a lot of good in the world. And hopefully eventually that means business and good and our humanness is all tied together instead of maybe separated out kind of that tangibility like we talked about. The closer you are to something, the more you're going to care about it. So, yeah, absolutely.

**Speaker 1** [00:23:43] Absolutely. Yeah. So you're just like, flowing perfectly. Let's just let's just dove into then what it means. Another one of those values is that you do right by people. Does that mean internally in the company? Kind of. Let's talk about that a little bit, what the culture is, maybe what y'all do outside of it to reach people and do rap.

**Speaker 2** [00:24:06] Yeah. So, I mean, that's the biggest thing is, is we do right by people. We want to make sure that we are not putting profit over people. We are we are putting the humanness and putting the human experience above that. So a lot of things I've said about our community programs and different things are making sure that that happens. And then internally, employee wise, we've always done a great job of taking care of our coworkers. The employee ownership program was something that, you know, not a lot of companies did. And so we were able to encourage a lot of different organizations and corporations to use that model. And it's it's not always long term sustainable for everybody like we recently were required by Little World Beverage from Australia. And they're amazing. And so they and they want to keep living at our values. And so that's one reason that we're able to do that, is because we do have we do right by people. We make sure that that's the focus when, you know, things like employee ownership works for a certain amount of time, works for a lot of people, ends up helping a lot of people out and then encourage change in other companies, too. So it's internal and external. A lot of it is that we make sure that our coworkers are a huge focus of our of our work in our care. I love that.

**Speaker 1** [00:25:28] And I saw that you were awarded the twenty twenty one best place to work for the LGBTQ plus community. Yeah, I feel like that that's got to be just such an inclusive and fun workplace, which is seriously just amazing because that's another value is to have a hell of a lot of fun. So can you just kind of talk about. Yeah, just the community that you all have there and why it's so important to build that community between coworkers, essentially, right?

**Speaker 2** [00:26:00] Yeah. We want to be a place where everyone feels welcome and included. And I think like a lot of businesses, you know, you work there long enough. It kind of becomes a little community in itself naturally, but got to make sure that our our culture here is something that we want to grow, not just like that. And so when we hire new people, some of our biggest. You know, impact and goal right now is to get people that don't fit our culture that that or our community that add in a ton of different experience and perspective. And we've always been super supportive of LGBTQ plus health care benefits. Our doctors trained in trans medicine. And so we have a lot of those things that are just like under undercover supported that like you might not work here and not know about. And then you get hired and you find all these things that make you feel you're supported and who you actually are as a person. And that inevitably gives you more authentic relationships and allows you to be more yourself. And so we're still you know, we're not we're still we have a lot of work to do. Is there still. No, no one's perfect. So we're trying to do a lot of internal audit and work to see where we have gaps and where we need to grow. And the biggest thing with that is just making sure that we know that we're growing together and trying to bring everyone to the table and give them a voice as well. So that goes with coworkers and outside, but definitely internally.

**Speaker 1** [00:27:22] Yeah, I feel like that y'all are building like the best community of just like chill beer drinkers. I'm going to save the planet. Like, I seriously feel like it'd be so fun, I think.

**Speaker 2** [00:27:33] And it's great because beers, beers, fun and beer is a great way to talk and communicate and just like share and connect. And so why not use it as good if you were doing that, you're just like almost like a waste of space. If all you're doing is selling beer, like it's great, you can also just do that. But I think New Belgium as a whole has always wanted to do a little bit more. And now we're able to continue to grow in all the areas. And I'm super lucky to work on this team because seeing all of that and helping bring it to life is huge. So and we didn't talk about a lot of it for a long time, really not on purpose. Just just like we just did it. It was just like, here's

**Speaker 1** [00:28:12] who we are and we're just in a rocket. Yeah.

**Speaker 2** [00:28:16] So, yeah, trying to make sure that we do talk about it now more in a way that's like you can do it too.

**Speaker 1** [00:28:21] Yeah, absolutely. And so one of the other things that I'll talk about is letting your freak flag fly. So, yeah. How do you have any personal anecdotes about working at New Belgium that you've been able to kind of do that?

**Speaker 2** [00:28:36] Well, I feel like in general working. I started behind the bar 18. Yeah. So that was just a really cool experience of like a group of people that work together all the time and would have retreats. And it really felt like a huge shift in like the classic culture of like you're at this big business, you have to be super formal. And and right when you start, they're like open book management. You know, we talk about stuff. We we want to make sure that you're taken care of. And so support is a huge thing. And so I feel like no matter what happened in our lives, like that was always supported. Yeah. One of the one of a funny story that's not necessarily my own, but my boss, who's the director of social and Environmental Impact here in Belgium, lives next door to someone who is the nanny for Kim and Jeff and like some of the old original guys. And so she she had a lot of stories about those. Right. But I remember her telling me that one time she than any had asked him, like, what made the successful like, how did you get this to work? And she said, well, I just hired all the weirdos and let them do that. And so I feel like that's still so true. Like I feel like I got hired and I was like, do they really know what they're doing? And then it turns out, yeah, because everyone's like weird and great. And we we try to bring everyone's voice. And that's one of the big things, is like you're letting your freak fly at you at a toward a fat and you have some great ideas like that going, you know, bring them up, like go up to your boss or someone hire too. And so, yeah, I think that's a really good example because it's a time where people are just together and having a blast and it gives back to is it every year?

**Speaker 1** [00:30:28] How often do you think of what is how do you get back to.

**Speaker 2** [00:30:33] Yeah, so sort of that is usually annually. It's changed over the years. It was smaller, just Fort Collins and then it was in a bunch of states it was free. And then we charge for it for a minute. And then of course, covid, we didn't have it last year. But it's it's a huge essentially Bich nonprofit fundraiser. So tons and tons of money is given to different organizations that support accessibility in the banking industry. Sustainability, the list goes on. And so it's right now, I think this year it's going to be in Asheville, Tempe, Arizona and Fort Collins. But, yeah, it's just kind of grown and evolved throughout the years. But excited as they were doing again this year because we were one hundred percent sure with everything. So.

**Speaker 1** [00:31:20] So anybody can go to that,

**Speaker 2** [00:31:22] anybody can go to any one to drink a super fun, like there's music, there's contests and prizes and always great food trucks and just events. It's kind of like a big beer festival. One of the most fun things to do is a giant parade of bikes that basically clogs up the entire town. Fort Collins. Oh, my gosh. And it's everyone in their costumes are encouraged. There's no theme necessarily, but just happens that way. And I think that's a big example of like letting a free, like, fly, but for a great cause, like you doing fun stuff. But you're also doing it because there's a really big message behind it. So we like to do that. You know, why not have fun while you're making a difference?

**Speaker 1** [00:32:08] Like I was going to say, I feel like that it is so, so heavy sometimes talking about climate change. And so to be able to have a community of people who are all kind of working towards the same goal but are also unique, I just feel like that that is so valuable. And a lot of people could could really learn from from what y'all are doing, whether it's like me as a regular person, I'm like getting ideas even for I'm just like, how are how y'all are operating? So what ways can people get involved with any kind of environmental social change with New Belgium? If you want to just share a little bit of tidbits there.

**Speaker 2** [00:32:50] Yeah, I mean, it's as easy as just making some choices in your own life. You know, if you if you decide, like, I don't know, the easiest things that, like, you start doing individually could be just like thinking about when you buy things like what what is it in what is that going to go toward in the end result? And so with beer, like buying new Belgian beer is always a great option. But I think for a long time, people thought sustainability was like a marketing fad. And we're jumping on board because of things like that. And we actually see the data that it's people are investing in companies that make change. And a lot of people say, oh, are you sure that makes a difference? Like, how do you know? And it's like, no, we're seeing that the spending, like our sales are showing that folks and customers will spend money where impact is.

**Speaker 1** [00:33:40] And so we're true impact is where

**Speaker 2** [00:33:42] true impact, authentic, credible impact. And so that's a big thing like check people's receipts. That's something we say a lot like we need to make sure people can check our receipts and and we show what we're doing. We don't just say we support the LGBTQ community. We don't just say we want the rivers to be clean air. We, like, go out and do it. We do our days, we do CarbonNeutral work. And so really just choose brands and choose spending your money where people are doing things that align with your values, with environmental change or social equity things. So there's a lot of really great ones I love.

**Speaker 1** [00:34:21] Well, so is there anything on the horizon that we should be looking out for, for a new Belgium?

**Speaker 2** [00:34:28] Well, one thing is that we're working right now on we usually put out like a force for good report that essentially tells about everything we're doing. And a lot of the times in the past, it's just been superheavy fact based. And so this year we're going to make a website coming down the line about called Brud for All. And so you can take a peek at that. Hopefully that'll be up and running soon. Kind of like sustainability, doing sustainably, just going through, you know, what we do and why and really showing why, because we can talk about it all day. But if you don't see the impact and the actual effects, that doesn't matter. A big thing coming down the line is beer to clear. Have you heard of that before? Oh, yes. So for National coming out day in October, we're releasing this is the second iteration of the beer, but called beer to clear by three. And then we're kind of a play and we like to make we had a beer to Mars and different beers like that. So essentially that money goes toward LGBTQ nonprofit and it makes sure that it's spread out equally. And so this year, it's kind of a campaign around making sure that coming out is something that whether or not you're able to do that, you feel safe and supported and so that we're going to have some cool new merchandise and different items that support that. And so it's kind of like piano keys, right? We're trying to make sure that people feel included and have a voice at the table and so more to come on that that's going to be a really fun, really fun beer release.

**Speaker 1** [00:36:06] So awesome. Yeah, I can't wait to see that. Yeah. So is there anything else kind of you want to share about what's going on with our team or anything about New Belgium in general.

**Speaker 2** [00:36:19] Yeah. I mean, in general, I think that we're really lucky to do what we do, I feel really lucky starting in this brewery. I was like always looked at the team like, oh, they seem so cool. Like they're doing some really important work. And that's where I want to be, like that stuff I care about. And so the fact that I get to do that is incredible. And so something that's kind of a fun fact, I guess, that maybe a little nerdy talk is good for corporate social responsibility. And a lot of times that has been like a stepping stone to get us to this day and age of like enacting that work and showing our receipts. And so the words we use a lot of the time, like my title would be like generalists. So it's actually called environmental social governance. And so that is more along the lines of our CarbonNeutral impact and our different things. And there's this Forbes quote, and I don't know if I have it here, but they talk about CSR and you use a common aim, but. We want to have ethical, sustainable business practices, but ESG is a little more strategic and more efficient. And so in our department we do both like that. We are ESG, we are CSR. And and so that's something that's just it's really cool to see that because this department kind of formed out of people who it didn't exist for a long time. A lot of people who cared about these things. And there's seven of us. And so in the three categories we work in with Sustainability Community and DTI and a lot is happening and there's a lot that's going to be coming down the line. And so I think that the biggest thing is we want to make sure it's how we connect to these causes and leverage our brands in a way that's truly meaningful. That's not just, you know, saying here's who we are and we did this. It's like, no, we we really care. We really want to make sure that our impact is is meaningful and lasting, not just something that we do for fun.

**Speaker 1** [00:38:20] So, yeah, absolutely. And I think that that's even true because it's like, OK, so you're wanting to make beer and you're wanting to have a legacy of beer to last longer and the Earth has to be here. Right. So that's why that's what's so pressing. And you kind of talked about that earlier, but like seriously like that you can see you can tell that you all have a goal in mind, and that is to really make an impact. And so I'm just so thankful to be able to drink during New Belgium and kind of keep up with doing so. Absolutely. Appreciate you hopping on with us today.

**Speaker 2** [00:38:58] I was going to say I forgot to mention with the CarbonNeutral we have our CarbonNeutral tool kit that we're our engineers and our sustainability team is working on that that essentially will go out to breweries and different companies and say, here's how you do it, because we're not a place that does something. And then it says, well, we figured it out, you should figure it out. Here's the tools like literally here, step by step, how you become carbon neutral. And so that's been a huge project that we've been working on alongside of our other environmental. Impact strategy and so huge, huge deal, super stoked about that, we kind of did a similar thing with like quality assurance and beer. You know, back in the day we wrote like a guide kind of in a lot of stuff, all of that, really. So we're hoping that this kind of has that same effect of, you know, you can do it is accessible. Like we want to make sure that everyone can can look at this and say, you know, oh, I make a difference if I do that or, you know,

**Speaker 1** [00:39:57] and that's not just for large breweries. I'm assuming it's for small, like any brewery that's kind of even mom and pop, right?

**Speaker 2** [00:40:07] It should be. Yeah. You should be able to look at it and get fit it to what you need to. So, yeah, that's a huge that's a big project that a lot of people are spending a lot of time on and they're all amazing, super smart humans.

**Speaker 1** [00:40:21] So that's what I'm like sometimes I was going through just seeing all the work they you're doing to Mike who who is like the brain child behind all this. And it really is just like everybody coming together. Everybody. Yeah. I love that

**Speaker 2** [00:40:36] as this team, like there's only seven of us and two of us are in Asheville and it's like we're so intertwined and working to be even more intertwined with every other department that it's like as things come up, we're like, oh, we want to do that and that and that. It's like, OK, got to come back down and see, like, what's realistic. And most of it is, it's just really intertwining all of it through the rest of the company and already kind of there. So I don't have a lot. We just pour a lot of support, a lot of yeah. A lot of just really great collaboration with other coworkers to figure out like those those beers, you know, that we're able to have an impact on the cause behind them. So making sure that program gets built out because Budarin Jati does a great job, we actually we pay influencers on Twitch. So you play games and drink voodoo and support us. And we actually partner with TI Payne recently, which is a really funny like I think it's incredible because his whole deal is to make sure that people on twitch like black gamers get paid as much as anyone else. And so we are supporting his initiatives. I know. So so that's one thing that like our brands, you don't just have to be like a beer that gives an impact. You can be Blue Ranger and have this larger brand and we do this cool gaming thing. You know, it's kind of this initiative that, you know, if you look into it, you see that. But also we like to have fun and play games and support people in the same way.

**Speaker 1** [00:42:13] I feel like that's so freaking unique. I just am. And I keep saying it constantly and all of y'all. It's just so, so neat. And now all I can hear is T Paines auto tune, just like in my head. I love it.

**Speaker 2** [00:42:29] Yeah, we were joking about different, like parodies that he did on Saturday Night Live that he could do with now with us with beer and. Yeah but yeah it's awesome. And thank you so much for letting me come on and talk about this. And it's been it's been a pleasure. And you know, we could talk for, I'm sure, days there.

**Speaker 1** [00:42:48] So I know there's that with you. So I will be sure to link everything in the show notes, as always.

**Speaker 2** [00:42:55] Awesome. All right.

**Speaker 1** [00:42:56] Well, are you going to go enjoy a cold beer this afternoon?

**Speaker 2** [00:43:01] I think I will in a little bit, yeah. I got a little more work to do, but then I'm sure I'll head down to the liquid center, which is what we call our tap room. And oh, nice chat with some people. Yeah. You know, it's the center of all of the libations, so why not call it something weird?

**Speaker 1** [00:43:18] I love it. Thank you so much for joining us, Jessie, and I hope you have a good rest of your day. Cheers.

**Speaker 2** [00:43:25] I hope you enjoyed this episode of Hometown Earth as much as I did. Let us know by writing and subscribing to you. Never miss an episode. New episodes drop every week on Tuesday. Head to the show notes linked in the episode description for more details and let us know in the comments what you want to hear next. You can find us on iTunes, Spotify, Google podcast or anywhere you listen to podcast, believe dotcom and believe podcasts. And you can find more about the podcast on Instagram at Hometown or connect with me personally at Llena Sanberg. We all know change needs to happen, so let's get started right here at home, town, earth.