



LION

SUSTAINABILITY AT LION

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For the
Long Term

—  —





OUR STRATEGY

Responsible Business,
Environment, Community



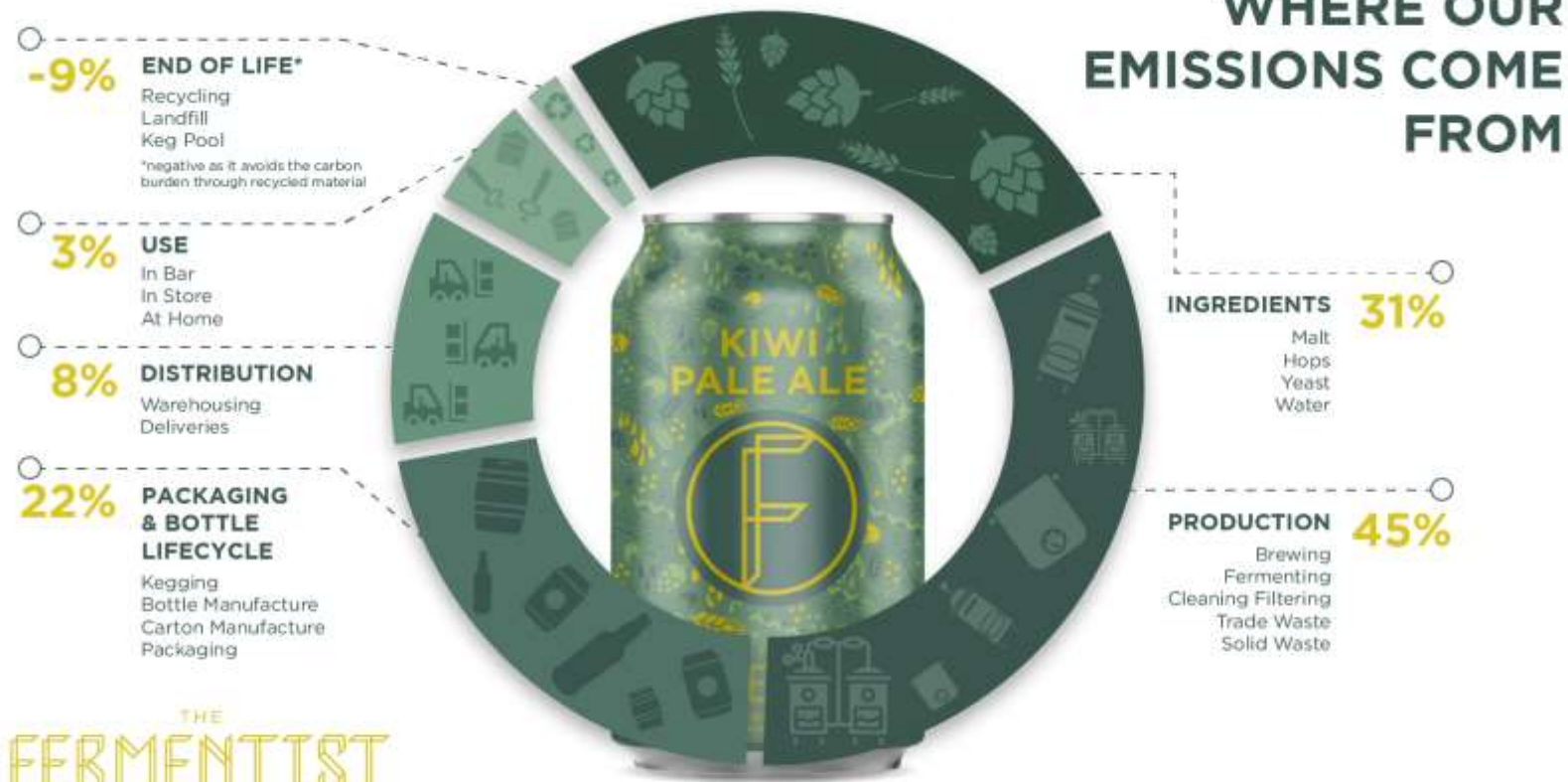


LION

THE
FERMENTIST
EXPLORATIONS & DISCOVERIES
IN FERMENTATION

Lion's Sustainable Microbrewery

NZ'S FIRST CARBONZERO BEER



THE
FERMENTIST
EXPLORATIONS & DISCOVERIES
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ENJOY AND DRINK RESPONSIBLY.

WHAT WE'RE DOING TO CUT OUR FOOTPRINT

INGREDIENTS

- Predominantly Kiwi ingredients used in beer and kitchen
- Source malt from Gladfield Malt in Canterbury and 95% of hops from Nelson
- Plant based, locally focused food menu in taproom, utilising onsite garden



REDUCE

- Use solar and electricity over gas
- PHEV Brewery Car
- Efficiency initiatives that reduce water use and food waste



INNOVATION

- Continual innovation to reduce impact further through new packaging and brewing techniques
- Engage our consumers in footprint conversation



REUSE

- Onsite refillery for our beer
- Rain water harvesting for garden
- Convert used malt bags into reusable shopping bags



MEASURE AND REDUCE

- A pledge to track and reduce our KPA footprint each year
- Offset emissions through certified carbon credits supporting local forest regeneration projects
- Goal to head towards carbon neutrality as an entire brewery in 2020



RECYCLE

- 100% recyclable packaging
- Compost brewery and taproom organic waste



COMMUNICATING CLIMATE ACTION

MORE CONTENT - WHAT IS ASMR?

ASMR

AUTONOMOUS SENSORY MERIDIAN RESPONSE

Essentially, a reaction people have to specific triggers.

One of the most recent trends that has developed over the past few years is ASMR videos.

ASMR has become such a trend on the internet that Samsung recently revealed one of its in-house start-ups is creating an ASMR sound recording solutions named 'aiMo'. [\[The Evening Standard\]](#).

