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Climate-neutral Wiesn with HOFBRÄU MUNICH

For the first time ever, all Hofbräu beers and the festival tents in which they are served are climate-neutral thanks to exclusively regional measures: projects for healthy soils ensure the climate-friendly balance of Hofbräu beer, its transport to the Oktoberfest and the operation of the festival tents for the next 5 years.

Hofbräu Munich – a pioneer in climate protection

Hofbräu Munich was the first brewery in the world to record the CO₂ footprint of beer throughout its entire process chain – "from field to customer" – in 2010-2011, together with the University of Augsburg. Taking this as its basis, the company developed its climate strategy further with the aim of working in a completely climate-neutral way in the medium term. In addition to ambitious targets for cutting the company's greenhouse gas emissions, the second pillar of this strategy is the establishment of the company's own programme with some cogent compensation measures in the region of Bavaria.

Measures

Hofbräu Munich carried out its first project in 2017, together with the Bavarian Nature Conservation Fund: the restoration of a moorland area in the Weitmoos district in the municipality of Eggstätt in the Chiemgau area. Together with the CarboCert company from Bodnegg on Lake Constance, the brewery is now implementing a concept for sequestering climate gases from the air by building up humus in the soil. Soils are the most important carbon stores in the world, since they contain more carbon than all the plants and the earth's atmosphere put together.

The concept of sequestering climate gases by regenerating the soil – which is completely new in Germany – combines soil, groundwater and climate protection in an outstanding way. In an initial step, Ulrich Gamperl, a farmer in Thann near Zolling, has contractually committed to carrying out humus-building cultivation measures on 44 hectares of his arable land. This will sequester at least 100 tonnes of CO₂ every year over the next 5 years.

A climate-neutral Oktoberfest

Hofbräu Munich quantified the amount of CO₂ generated by the production and transport of the Hofbräu Oktoberfest beer and the other beers consumed on the Wiesn, as well as the tents and festival enterprises serving the four Hofbräu beers (*Hofbräu festival tent, Zur Schönheitskönigin, Weißbierkarussell Fahrenschon, Weißbier Alm Heinrich and Liselotte Haas*). The final figure amounted to 66 tonnes of CO₂ emissions. The soil humus development measures and the restoration of the moor completely offset this amount of CO₂ emissions. Dr Reiner Beer (Intechnica Cert GmbH, Nuremberg), the expert for Hofbräu Munich's EMAS environmental management system, has validated the calculation and compensation of this amount of CO₂ emissions.

Certificate awarded

As part of the presentation of the climate-neutral Wiesn by Clemens Baumgärtner, Head of the Oktoberfest, the CO₂ certificates were handed over to brewery director Dr Michael Möller in the Hofbräu festival tent on Monday, 16 September 2019.

For more information on Hofbräu Munich's environmental commitment go to:
<https://www.hofbraeu-muenchen.de/brauerei>

Manfred Mödinger's Speech, Hofbräu Festival Tent, 16 Sept. 2019

In 2019, for the first time ever, all Hofbräu beers and the festival operations in which they're served will be "climate-neutral".

How did this come about?

And what does that even mean?

Hofbräu Munich is one of the very few breweries that have devoted themselves to an extensive and systematic environmental commitment since the last century. In 1998, with my assistance, the brewery began to examine all the activities of the brewery and to set itself regular improvement targets and to support these targets with concrete measures. This process was known at that time as the "Eco Audit".

After European legislation turned it into the so-called "EMAS Regulation", HB was among the first breweries in Europe in 2001 that were validated according to EMAS. Since then, Intechnica, an engineering office from Nuremberg, has been responsible for auditing HB.

Hofbräu does many things differently from other industrial companies. It worked meticulously on protecting the environment for 20 years before telling the public anything about it. Generally, it's the other way around. But we firmly believe that this approach is the credible one, the one that people can trust.

Hofbräu Munich – a climate-protection pioneer

The same applies to climate protection.

From the start, our activities have focused on energy-saving measures and thus on reducing greenhouse gas emissions. An absolute milestone on this path was when the entire brewery was converted to green electricity from hydropower in 2009.

The brewery's carbon dioxide emissions thus fell abruptly by more than 1,000 tons a year.

In the last few years, the installation of a new bottle washing machine, the renovation of the brewhouse and converting the lighting to energy-saving LEDs have been the most important measures to significantly reduce heat and power demands and thus the combustion of natural gas and greenhouse gas emissions.

However, HB has not only pursued "standard measures", as are already being pursued by industry for cost reasons. The climate crisis is too serious and efforts to reduce greenhouse gas emissions too important to simply stop there.

For this very reason, Hofbräu Munich was the first brewery in the world to have the greenhouse gas emissions of beer examined along its entire process chain from the field to the customer in 2010-2011, together with the University and the Environmental Science Centre in Augsburg. The results were published in a book.

This is particularly special because, so far, there have been very few such observations of the relationship between production methods and greenhouse gas emissions in global industry.

Using this as its basis, the company developed its climate strategy with the aim of working in a completely climate-neutral way in the medium term.

In the process, two basic principles were formulated:

1. The reduction of greenhouse gas emissions always takes top priority before all others

In concrete terms, this means reducing greenhouse gas emissions per hectolitre of beer produced by the brewery by 30% by 2019 compared to 2011. This is a very ambitious goal, so it might not be achieved until 2020.

2. For the remaining greenhouse gas emissions, compensatory measures are to be developed in Bavaria. HB wants to have a programme of measures with a "Bavarian Gold Standard".

Resolving to do something like this in 2012 was revolutionary and an extremely challenging undertaking.

It's no great feat to go to the climate certificate dealers on the global market, to give them money and to then let them handle nice and undoubtedly important projects in the southern hemisphere.

It is, however, infinitely more challenging to organise such projects yourself and, above all, to do the maths relating to how to sequester greenhouse gases and how to certify this independently. Accordingly, there have been many setbacks along the way. HB initially sought contact with Friends of the Earth Germany to support its moor regeneration measures in Bavaria. That would have made sense, but these measures were not measurable and so not certifiable.

Since the restoration of the moors is an excellent way to remove greenhouse gases from the atmosphere and store them in the soil in the moor, HB wanted to pursue this topic further and

so contacted the Bavarian Nature Conservation Fund. An initial project at Schäftlarn failed on account of the landowner's acceptance.

Thus, the first project could only be completed in 2017, together with the Bavarian Nature Conservation Fund. It was the restoration of a moor in the Weitmoos district in the municipality of Eggstätt the Chiemgau region. Over a period of 50 years, it will capture more than 1,100 tons of greenhouse gases. A measurement and certification concept was developed and implemented with the assistance of the Weihenstephan University of Applied Sciences.

We then heard about a project in Styria in Austria, where farmers remove greenhouse gases from the atmosphere by means of targeted measures of soil regeneration and soil humus development. And so we came to CarboCert and H. Abler from Bodnegg on Lake Constance.

How does that work?

Greenhouse gas sequestration through soil development

Soils are the most important carbon stores in the world. Soils store more carbon than all the plants and the earth's atmosphere put together. It makes, therefore, logical sense to remove greenhouse gasses from the atmosphere by means of numerous humus-building measures via the plants and, at the same time, to regenerate the soil and increase its water storage capacity. This combines perfectly the demands of climate protection, soil and groundwater protection.

Funding will come from the acquisition of CO₂ certificates from CarboCert, e.g. by Hofbräu Munich. This will finance the requisite soil humus development measures and laboratory analyses. The farmers involved will receive support with their soil improvement activities. This will facilitate consistent implementation and is, therefore, a classic win-win situation for the environment, agriculture and the brewery.

In an initial step, the brewery was able to persuade Mr Ulrich Gamperl, a farmer in Thann near Zolling, to carry out humus-building cultivation measures on 44 hectares of his arable land over the next 5 years, to validate the quantity of greenhouse gases sequestered by this by carrying out soil measurements and to keep it stored in the following years.

A climate-neutral Oktoberfest

Hofbräu Munich has now quantified the greenhouse gas emissions associated with the production and transport of the Oktoberfest beer consumed on the Wiesn as well as the emissions associated with the running of the four festival operations serving HB beer. After taking into consideration the municipal compensation measures (the provision of green electricity and green gas), the amount of associated CO₂ emitted every year is still around 66 tonnes a year. The soil humus development measures on Mr Gamperl's farm and the restoration of the Weitmoos district completely offset the CO₂ emitted. The expert of the EMAS environmental management system of Hofbräu, Dr Reiner Beer of Intechnica Cert GmbH in Nuremberg, has validated the calculation and compensation of this amount of CO₂ emissions.

This means that Hofbräu Oktoberfest beer and the festival operations serving Hofbräu beer will be climate-neutral in 2019 and in the following years.