



## PRESS RELEASE

---

Contact:

XXX  
XXX  
XXX

Nancy Whalen  
California Climate Action Registry  
(213) 891-6933

FOR IMMEDIATE RELEASE  
January XX, 2007

### **Sierra Nevada Brewing Co. to Combat Climate Change**

#### ***Beer Brewer commits to cooling trend***

LOS ANGELES, California – Sierra Nevada Brewing Co. has joined the California Climate Action Registry (Registry), a distinguished group of organizations demonstrating leadership by voluntarily taking action on climate change. Sierra Nevada is the first brewing company to participate in this rigorous program. As a member, Sierra Nevada will work with the Registry to annually track, report and certify its greenhouse gas emissions, the main drivers of global warming.

Sierra Nevada Brewing Co. is considered the premier craft brewery in the United States, well known for creating the landmark Sierra Nevada Pale Ale. Beginning in 1980 in the town of Chico, California, owner Ken Grossman founded this independent brewery which now produces over six hundred thousand barrels per year and is distributed widely. With comprehensive energy efficiency, recycling, and waste water programs in place, they are a leader in environmentally responsible business practices.

The Registry, created by the California legislature in 2000, is a non-profit public/private partnership that helps companies and organizations throughout the United States to track, publicly report and reduce their greenhouse gas emissions. The results are certified by independent third parties to ensure compliance with Registry protocols and standardization across participants and sectors. The Registry has been widely recognized as a gold standard for public reporting of greenhouse gases.

“Sierra Nevada has a long history of environmentally sustainable practices. Joining the Registry to track and reduce our greenhouse gas emissions is a natural extension of this leadership,” said Ken Grossman, President.

“Sierra Nevada is an innovative business making a positive difference to the environment by how they choose to conduct their operations. We are pleased to welcome them to the Registry community.” said Diane Wittenberg, President of the California Climate Action Registry.

**XXX**

**The California Climate Action Registry** is a non-profit public/private partnership that serves as a voluntary greenhouse gas (GHG) registry to protect, encourage, and promote early actions to reduce GHG emissions. Over 200 major companies, cities, government agencies and NGOs measure and publicly report their GHG emissions through the Registry. [www.climateregistry.org](http://www.climateregistry.org)

**Sierra Nevada Brewing Co.** has a proud history as one of the pioneers of the craft brewing industry and as a brewer of award-winning beers since 1980. The brewery is driven to operate in an efficient and environmentally

sound manner. Sierra Nevada considers resourcefulness a philosophy and has pioneered efforts to integrate environmental values into management decisions and practices. More information is available at [www.sierranevada.com](http://www.sierranevada.com).

###

DRAFT