

# Ensuring business sustainability: the of adams brewery

Business



Before investing in sustainable business assets, Adnams managers considered factors such as the price of fossil fuels and the cost of realizing wastes into land fields and drainage systems.

Adnams' distribution center is 50% more cost-effective and energy-efficient. Its rooftop has an acre and a half of grass grown on it, and the walls are made of lime and hemp that has an estimate of 500 tons of Carbon IV Oxide locked into them. They also replaced the 100-year-old Victorian brewery with the modern one that recovers heat and use it to produce the next brew coming through. The modern distillery is also water efficient saving costs on water and energy.

Adnams brewery produces its own bio-energy. They subject food and other wastes to anaerobic digestion, producing bio-methane that they use as a power source. They also cut off 33% of the white of the glass bottle to minimize the number of vehicles needed for package hence reduction of fuel used. Bioenergy has reduced dependence on fossil fuels by the company. According to Wood, a business has to create authenticity by showing royalty to customers such that clients can trust their products. With a talented sales team and marketers, Adnams' production volume has doubled since 1997. It is just good business.