



Sustainable Supply Chain Program

New York State Pollution Prevention Institute (NYSP2I) assists companies with achieving their Sustainable Supply Chain goals by helping to offset costs associated with greening operations and supply chain

Supply Chain Sustainability Assessment for Rohrbach Brewing Company

Client

Rohrbach Brewing Company (Rohrbach's), in downtown Rochester, NY, has been brewing handcrafted beverages since 1991. Their ales, lagers, and sodas are sold mainly in western New York but some are sold direct to customers through their restaurant and brewery tasting room and distributed to other restaurants, bars and retail outlets.

Opportunity Areas

The demand for sustainability-minded brewers exists, especially with "millennial-generation" consumers. Businesses that strategize, set targets, measure, monitor and report their sustainability efforts will likely generate more revenue, retain and potentially create jobs, and reduce the risk of jeopardizing potential business. Rohrbach's recognizes this, and tapping into their ongoing philosophy of continuous improvement, feels strengthening their sustainability and communicating their efforts, is an opportunity to become the brand of choice.



Objective

NYSP2I examined Rohrbach's operations to establish a baseline and identify areas for improvement. NYSP2I used its comprehensive supply chain sustainability assessment tool, developed using internationally accepted guidelines. This assessment primarily inquired about environmental performance but also addressed the economic, social, and governance aspects of how Rohrbach's practices sustainability. Ultimately, this will position Rohrbach's as a leader and a preferred brand with sustainability-minded customers, such as "millennials".

Work Performed

1. NYSP2I reviewed Rohrbach's documentation for sustainability policies, initiatives, and data.
2. NYSP2I then performed a one-day assessment of the brewery by conducting interviews with Rohrbach's owner, procurement, marketing, and production staff while also evaluating the brewing facility. The assessment included a review of the production process, inputs, outputs, procedures, targets, and measures.

Results

The assessment identified opportunities that include:

- Informing procurement personnel of sustainable purchasing alternatives such as cleaning chemicals and packaging
- Improving the process and detail of measuring impacts on all levels to set meaningful objectives and targets and to track performance
- Adding policy, objectives and targets, performance and action plans to marketing and communications material

Rohrbach's anticipates a 10% increase in customer demand due to communicating its sustainability commitment and performance, resulting in retaining 13 jobs and creating an additional 2 jobs at the brewery.

