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**Clean Water is Good for Business ★ Case Study**

# The Catskill Brewery

The Catskill Brewery is a microbrewery in the Catskill Mountains of New York State. The company was founded by three friends with a mission to create a positive impact on the local economy by attracting tourists from far and wide to the place they call home. The founders are committed to making the best beer without taking a toll on the place they live and love. In their building, beliefs, and processes, Catskill's founders and employees demonstrate how to operate with the "triple bottom line" in mind.

The main ingredient in beer is water. Without access to consistently clean water, production at breweries like Catskill would be hamstrung from reaching its full potential. This consistency is vital. Even a slight difference in water quality can yield a different taste and quality in the beer. That could damage the customer's experience and could quickly affect the vitality of the bottom line. Additionally, chemical processing to overcome changes in water quality increases internal costs. These cost incursions on tight margins represent a significant threat to the viability of a small business like Catskill Brewery.



**"Beer showcases the quality of the water."**

— Greg Lofaro, co-founder





Both Catskill Brewery's facility and brewing process reflects its commitment to the environment. Boasting a LEED Gold certification, the brewery is built upon 100% permeable paving and accompanied by native plants on its perimeter to prevent runoff. A green roof with solar panels helps Catskill be a shining example of a fully renewable-powered, green brewery. Meanwhile, the brewing process relies on sustainable water technologies like low-flow fixtures, ground source heat pumps and solar thermal collection for water processing.



Catskill also sets the example as a member of the greater community. Stoking local enterprise by attracting tourists with unique craft beers is at the heart of Catskill's mission. **The reputation and image that the Catskill Brewery has fostered would falter without the clean local water currently used for its beer.**

The Catskill Brewery tries to be an example for other companies in the area. In general, craft breweries are often considered anchor businesses that can bring new energy and jobs to their communities. And this is true for the Catskills Brewery. Its success has a tangible effect on the local economy through its employment and strong relationship with the local community. As the name suggests, the founders and employees of the brewery make sure everything they do helps to preserve the place they call home, the Catskills.



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