

SUCCESS STORIES

Facts and Stats on Steam Whistle Brewing:

The first success story on www.goingforthegreen.net is about the business case and benefits of designed in and around the use of reusable glass bottles shared by Communications Director, Sybil Taylor.

A Thoughtful Beginning

Steam Whistle began rolling out their premium pilsner in March 2000 with 16 employees. It is now a thriving micro-brewery with 110 staff members, with expansion plans that will take it from a small to a credible medium-sized enterprise, with locations in the west to better serve the growing number of loyal customers.

Their business is composed of two key components: making and marketing a great Canadian beer.

Closing the Loop – Steam Whistle’s Glass Bottle really is green.

Steam Whistle’s pride in product started with their choice of a reusable green glass bottle, a bottle shape that reflects the durability and longevity of an earlier era. The brewery uses a heavier bottle, about 30% heavier than standard industry bottle weight. However, this nets a trip rate that can go as high as 45 or more times, versus the industry average up to 15 times.

The product insignia is painted on the bottles, saving glue, dyes and pulped paper labels from contaminating the wash water.

The final aspect to protect the bottle during transport and use is the durability of the carton. Cartons are made with 60% used corrugated cardboard, and all are sent to be recycled when they return to the brewery from the Beer Store.



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Going with the Flow – Save Money by Design

Some of Steam Whistle’s green initiatives were enabled by their choice in location – the Roundhouse in Toronto’s core. Other green initiatives which the brewery adopted, they lucked onto. But most of their environmental initiatives are deliberate choices recommended by in-house green team. The team is proud of their accomplishments.

[Learn more about their green initiatives.](#)



What’s the one thing you can do to help Steam Whistle?

When you are finished the last drop of beer, take your bottles in the Steam Whistle carton back to the Beer Store as soon as possible. Don’t leave them at the cottage, or wherever you store your empties too long.

And thanks for being part of the solution!

