

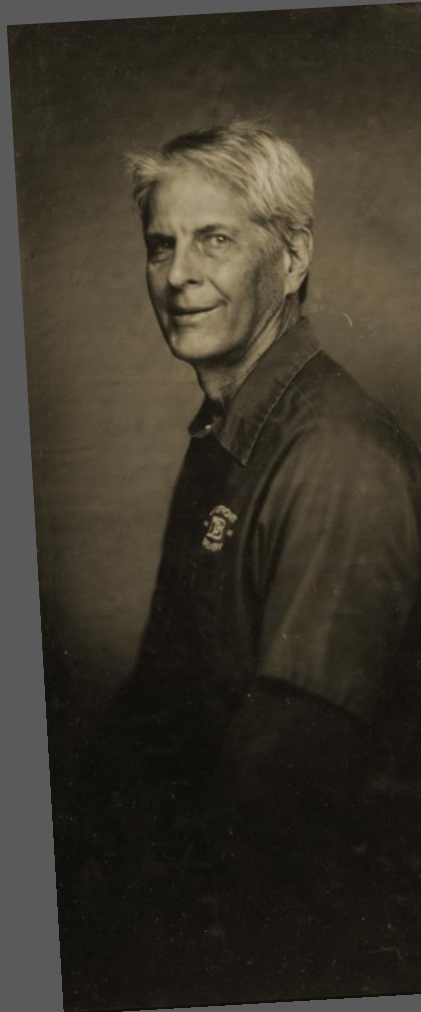
# IMPACT REPORT '23



**HANDCRAFTED  
HAPPINESS**



# A NOTE FROM RUSS



This was a year of transition and accomplishments. We went from bottles to cans and our team pulled together and didn't disrupt our supply of product. This not only helped modernize our packaging, but now our beer comes in a more environmentally friendly container. We also transitioned our Riverwalk into one of the best patios in the city.

We also started our "Ripple Effect" committee to coordinate our charitable giving. Our new committee has had three different Crowler Campaigns to help support: humanitarian aid to Ukraine, the local LGBTQ community, and Groundwork Milwaukee, a land trust that transforms brownfields into gardens and other community spaces to help reduce urban heat effects. The Ripple Effect also teamed up with the Brewer's Hill Association to help organize a coat drive for the MPS grade school Carver Academy. Ripple Effect also had a successful Diaper drive for Milwaukee Diaper Mission, in which we traded gift cards for diapers, and had two successful Milwaukee River Clean Up Days to help the environment.

Lakefront Brewery continues to partner with Milwaukee Public Schools to find jobs for special needs students to advance their readiness for the job market.

Our brewery continued to make good beer from local ingredients. We were the largest purchaser of hops from the Wisconsin Hop Co-op and did experimental brews with Kernza and Wisconsin Blue Corn. We also won a Good Food Award for our Bumble Bear. Good Food Awards recognizes breweries that are socially and sustainably conscious.

*Russell J Klich*



# Certified B Corp and Wisconsin Benefit Corporation

## Certified B Corp

B Corp is a certification from B Lab

Score 80 pts or higher on B Impact Assessment in areas of:

**Governance, Workers, Community,  
Environment, and Customers**

*Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. **We must be the change we seek in the world.***

[B Lab U.S. and Canada website](#)

[B Lab Global website](#)

## Wisconsin Benefit Corporation

Change Articles of Incorporation

Annual Benefit Report (Here we are!)

Lakefront Brewery became Wisconsin Benefit Corporation in November 2019.

**Wisconsin Benefit Corporation:** A Benefit Corporation is a for-profit corporate entity in Wisconsin. Requirements include a positive impact on society, workers, and the environment. Self-reported performance through annual reports against a third-party standard to merge the traditional for-profit business corporation model with a non-profit model by allowing social entrepreneurs to consider interests beyond those of maximizing shareholder wealth.

**GOVERNANCE**



# Our Mission



## Mission Statement

Creating natural, sustainable, innovative food and beverages while celebrating Milwaukee hospitality to our visiting guests.



## Mission Lock

In accordance with our Mission Statement, Lakefront will consider stakeholders in its decision making and maintain a priority of sustainable environmental stewardship.



# Lakefront Brewery Values

Hard Work

Dependability

Fun

Approachability

Local

Environmental Stewardship

Innovation

Inclusivity



# Certified B Corporation

Recertified as a B Corp™ with 81.5 points in September 2023!

## Overall B Impact Score

Based on the B Impact assessment, Lakefront Brewery, Inc. earned an overall score of 81.5. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 81.5 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses



# Governance Milestones

- Signed on to the Brewers for Clean Water comment letter supporting the EPA's proposed rules to set drinking water limits for PFAS pollution.
- Signed on to Brewers for Clean Water comment letter supporting Power Plant Water Pollution Standards.
- Russ spoke on innovation in the brewing industry at Craft Beer Professionals in Milwaukee.
- DEI Training with August Ball through B Local Wisconsin.





# Governance Milestones

- Took out old bottling line
- Installed new canning line
- Outdoor patio renovation designed by Wisconsin Public Benefit Corporation, The Kubala Washatko Architects
- Installed Copper Kettle vestibule



# Why Lakefront Brewery is Switching to Cans.



Cans are infinitely recyclable.

Cans go where glass cannot.



Cans are much lighter than glass.

Cans cut packaging materials and costs dramatically.



Cans eliminate degradation from light and oxygen.

Cans chill faster.



Cans are much safer and more durable.



Cans boost shipping efficiency by nearly 50%.



**WORKERS**



# Employee Benefits

- Full and part-time employees welcome to participate in 401(k)
- 39% of our employees contributing to the employer-matched 401(k) in 2023
- Employee assistance program
- Employee discounts
- Full benefits for employees working over 30 hours a week including medical, dental, vision, HSA, disability, and life insurance.
- Free financial advisor meetings held at Beer Hall for employee 401(k) plan
- Free weekly workouts at Soul Collective
- PTO & VTO
- My Turn Series: Every full-time employee gets to make their own beer, and the public gets to meet four new Lakefront Brewery employees each year.





# My Turn Series



**My Turn: CHOPPER**  
Munich-Style Dunkel  
2023 AIBA Bronze  
5H Munich Style Dunkel



**My Turn: YOVANI**  
Jamaican-Style Lager  
2023 AIBA Bronze  
4E International Style Pilsner



**My Turn: HUBER**  
Dark Cherry Lager



**My Turn: STODOLA**  
Czech Dark Lager



# Employee Volunteering

This year, our employees made a difference volunteering:

- In the kitchen at Tricklebee Café
  - A plant-based, pay-what-you-can community café that offers healthy meals, food-service training, & spiritual nourishment
- At Milwaukee Diaper Mission
  - Empowers families by providing a reliable source of free diapers & period supplies
- By the river during Milwaukee Riverkeeper® Cleanups
  - Cleanup two times a year in participation of their Adopt-a-River program.
- On the field in Playworks' Corporate Kickball Tournament
  - Helps schools and youth programs create healthy play environments where every child can join in



**COMMUNITY**



# Community Members

- [B Local Wisconsin](#)
- [Bicycle Benefits Program](#)
- B Corp [Climate Collective](#)
- [Citizens Utility Board](#)
- Craft Beer Professionals
- Craft Beer's Purchasing Cooperative
- [FaB \(Food and Beverage\) Wisconsin](#)
- [Great Lakes Business Network](#)
- [Milwaukee Metro Association of Commerce](#)
- [Milwaukee Riverwalk District](#)

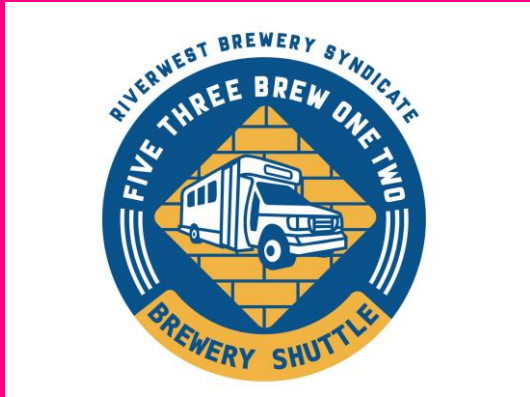






# Community Members

- [MPS School to Work Transition Program](#)
- [Plastic-Free MKE](#)
- [Riverwest Brewery Syndicate](#)
- [SafeRide](#) program
- [Travel Green Wisconsin](#)
- [Visit Milwaukee](#)
- [Wisconsin LGBT Chamber of Commerce](#)
- [Wisconsin Sustainable Business Council](#)





# Community Members

- Coat Drive for Carver Elementary
- Donation Drive for Groundwork Milwaukee
- Barley's Angel Kinship Food Drive
- Hosted Clean Economy Coalition of Wisconsin
- Attended WSBC Conference
- Diaper Drive for Milwaukee Diaper Mission
- Sponsored Run 4 Water MKE 2023
- Raised \$500 for B Local WI during "Blab with B Lab"



**GROUNDWORK**  
**Milwaukee**



# Pink Boots Society



- Made “Sahti”, a Finnish-inspired brew, during our 2023 Pink Boots Collaboration Brew Day @ Lakefront Brewery
- Donated a portion of Sahti proceeds to [Pink Boots Society Wisconsin Chapter](#) & Pink Boots National
- Pink Boots Society is a non-profit organization that aims to assist, inspire, and encourage women and non-binary individuals in the fermented/alcoholic beverage industry to advance their careers through education



**ENVIRONMENT**



# Solar Panel Array

- Installed in September 2017
- 264 solar panels on warehouse roof
- 70kWdc Capacity
- Produced 77.45 MWh in 2023



*“Wherever we can save, contribute or innovate, we’ll do it. Our warehouse is basically one, giant refrigerator and it uses a good amount of energy. Creating energy ourselves is conserving resources for everyone else.”*

*- Russ Klisch*

*Lakefront Brewery President*





# Environmental Initiatives

- Lakefront Brewery is located on a repurposed brownfield
- White roof reflects energy and heat
- Participate in WE energy for tomorrow renewable energy program
- Heat Exchanger installed in 2014
- Use CHEP Pallets (Enables more sustainable supply chain)
- Use Microstar Kegs (Reduces the miles empty kegs travel)
- Parking Lot Garden & Apiary
- Hop House experience (converted to greenhouses each summer)



# Environmental Initiatives

- Switched to ink tank printer to save on ink and waste
- 188 spirit barrels sold for reuse
- Employees played Cool Choices at home and work, an online game that encourages sustainable actions

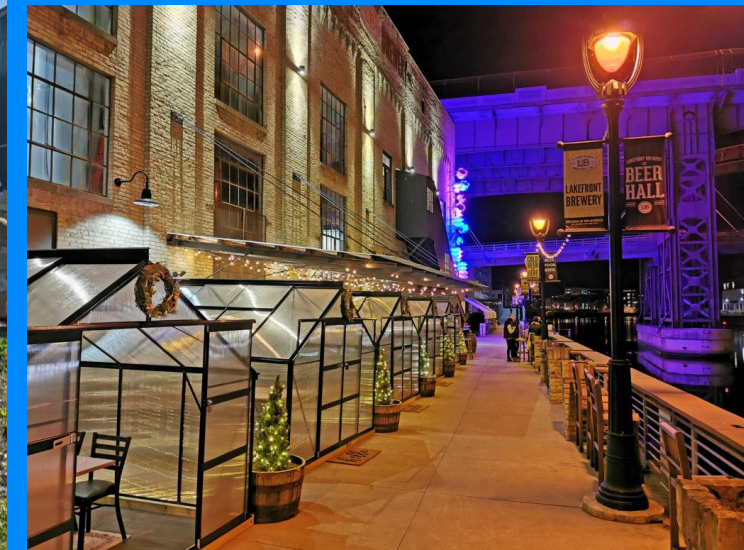
“Water. We need it to drink, to stay clean, and as a processing aid in many essential industries. All living things need water to survive and grow, and it is the number one ingredient in beer. We must all be stewards of our planet’s ecosystem so we can pass it on from generation to generation, in the same or better condition than we found it.”

- Russ Klisch



# The Lakefront Garden

- Rain garden
- Compost old rice hulls and hops
- Growing hop crops along fence
- Greenhouses converted into hop houses for winter







# The Lakefront Apiary

- Our bees pollinate the flowers at Lakefront Brewery as well as hundreds of native wildflowers up the Kadish switchback.
- 20K Italian Honeybees





# Environmental Initiatives

- Hosted Milwaukee Riverkeeper's rain barrel painting event
- Work with WI DNR to stock Chinook Salmon and Rainbow Trout in the Milwaukee River @ Lakefront
- Member of NRDC's Brewers for Clean Water Campaign; signed NRDC letter to EPA for clean, safe waterways  
NRDC Brewers for Clean Water
- Monitor 7 onsite storm drains through Adopt-your-Drain program (7 drains)
- Painted "No dumping" sturgeon on adopted drains





# Adopt-A-River Cleanups

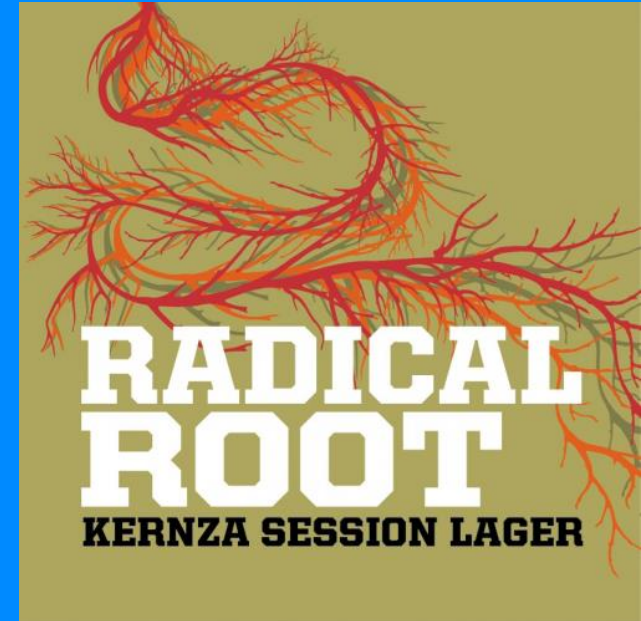
- Participated in Milwaukee Riverkeeper's "Adopt-A-River" Program to clean the south branch of the Milwaukee River two times a year.
- Earth Day 2023 Riverkeeper Cleanup at Lakefront Brewery on April 22<sup>nd</sup> had over 100 attendees





# Beer Innovation

- We brewed with Kernza for the first time.
- Kernza is a perennial grain that could hold the future of beer sustainability in its little roots.
- Kernza has deep roots that reach over 6 ft long, helping combat erosion.
- Kernza is a perennial grass that will come back each growing season without being resown.



**CUSTOMERS**



# Customer Relations

- Recognized at the Advancing Status by the Green Masters Program
- Bicycle benefits (Riders get \$2 off their first beer)
- Kayak launch on-site so customers can walk, bike, bus, or even boat to the Brewery!





# Customer Relations

- Hosted Second Annual Gluten-Free Maifest at the brewery
- Offer Star-K certified Kosher products
- Offer GFCO certified Gluten-Free products
- Riverwest Stein won gold in San Diego International Beer Competition
- Bumble Bear won Good Food Award 2023
- Brewer's Reserve Honey Bock won Silver in 2023 Festival of Wood and Barrel Aged Beer





# Customer Relations

Won Five Shepherd Express Best of Milwaukee Awards:

- Best Fish Fry
- Best Craft Beer
- Best Fried Cheese Curds
- Best Attraction for Out-of-town Guests/Brewery Tour
- Best Brewery Tour
- Best Restaurant Service
- Best Milwaukee Tour



PRESENTED BY SHEPHERD EXPRESS





# Customer Relations

- Hosted weddings at Lakefront Brewery on Valentine's Day
- Celebrated Non-Binary Parents Day ; free beer to any parents who identify as non-binary
- Offer BOGO Deals through: Hop Passport, Brew City Beer Pass, Crafttapped, Reel Craft Pass, Riverwest brewery Syndicate Disloyalty Card, Craft Notes, Brew Deck
- Lakefront Loyalty program through Toast
- Half-off Tours for Active Military





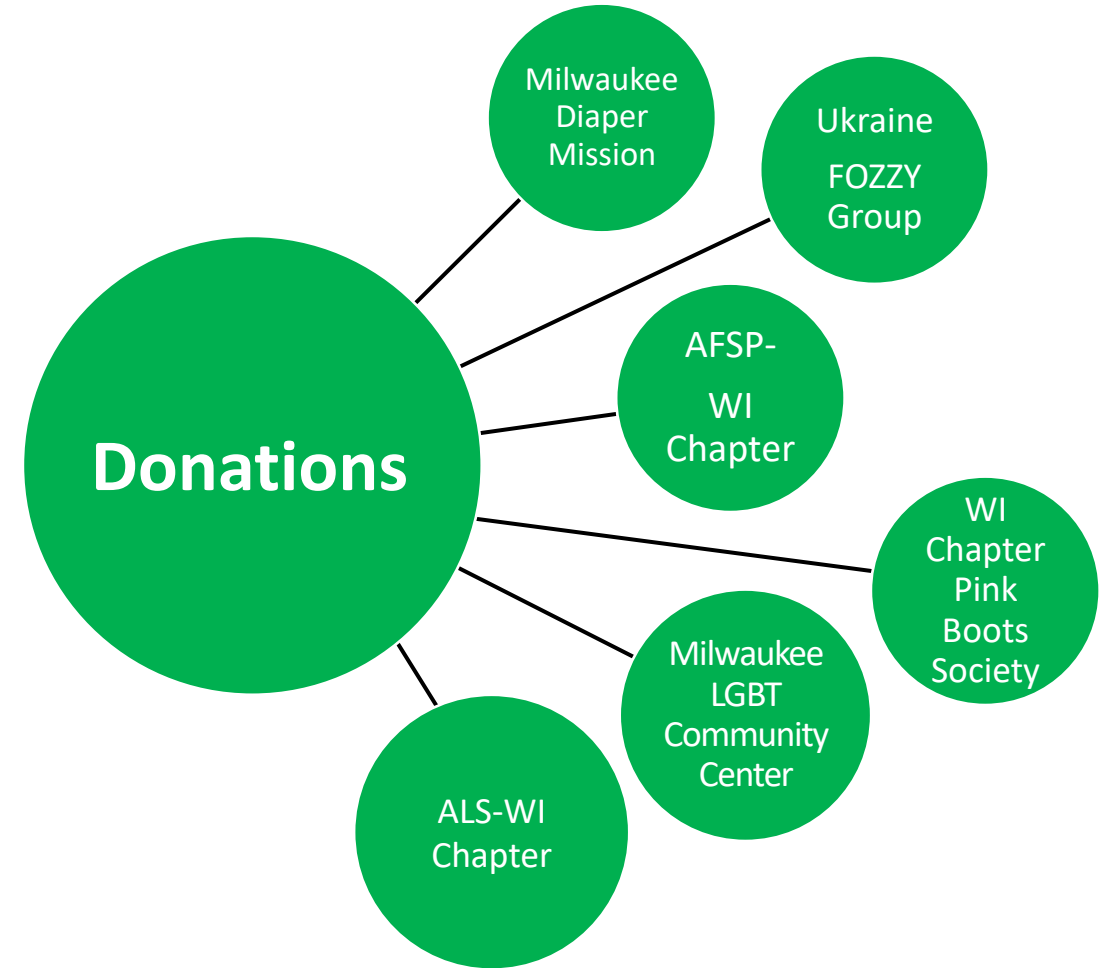
We're the first Certified B Corp brewery in Wisconsin, and we aim to focus our donation and action efforts on local organizations (MPS School to Work, Milwaukee Riverkeeper Adopt-a-River), sponsoring local community events (WMSE Rockabilly Chili, Bay View Chill on the Hill) and offering an in-kind donation gift boxes for local non-profits (must be a 501c3).

We also have neighbors much farther afield. For example, in the wake of the crisis in Ukraine we reached across the world to support longtime beer collaborators/partners in Lviv through our "Putin is a Dick" crowler fundraising campaign. Whenever possible, we strive to align our *Ripple Effect* donation and action efforts with the SDGs, or 'Sustainable Development Goals' set out by the UN in 2015.



# Charity & Outreach

Sponsored Bay View Neighborhood Association Chill on the Hill	Sponsored WMSE Rockabilly Chili & Backyard BBQ
<b>2023 Outreach</b>	
Supported non-profits with 395 donation gift boxes (~\$20,145 in-kind)	Donated over \$18,800 in 2023





# Charity & Outreach

- Hunger Task Force
- B Local WI
- Barley's Angels/Kinship Community Food Center
- Feeding America Eastern Wisconsin
- Historic Brewers Hill Association/  
George Washington Carver Academy
- Milwaukee Diaper Mission
- Milwaukee LGBT Community Center
- Milwaukee Riverkeeper





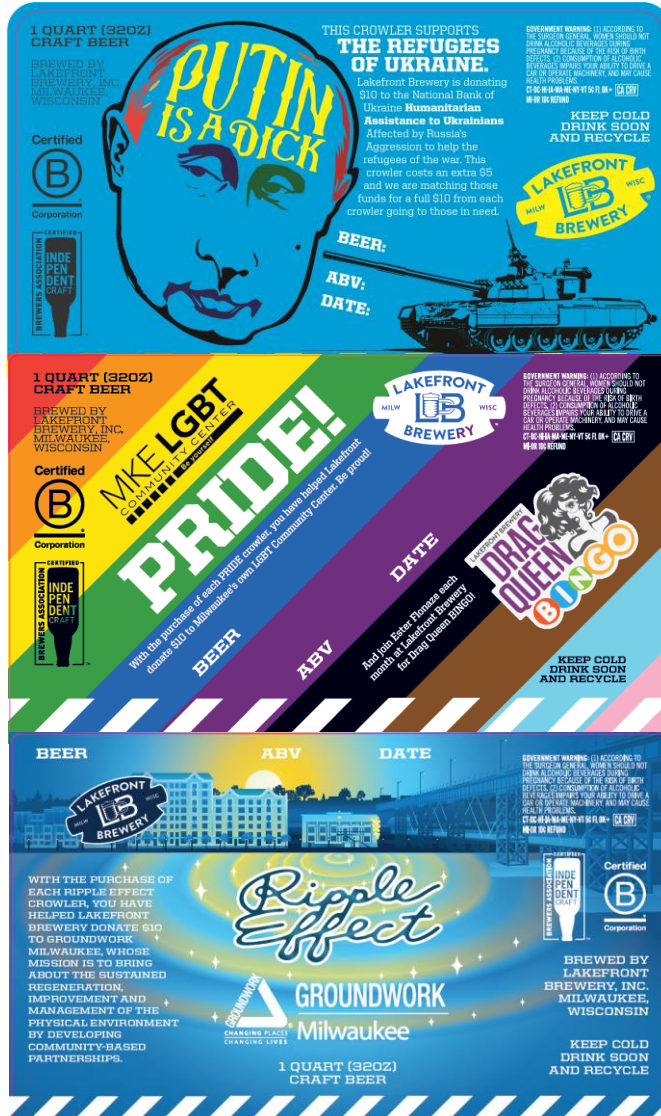
# Charity & Outreach

- SILPO/Fozzy Group
- Sweet Water (SE WI Watershed Trust, Inc)
- 988 Save a WEISS (AFSP-WI Chapter)
- ALS WI Chapter
- 88.9 HYFIN
- Courage MKE
- Veterans for Peace
- St Judes
- Blood drives for Versiti and American Red Cross





# Crowler Campaigns



- Donated over \$7,000 to Fozzy/SILPO group for humanitarian aid in Ukraine through our “Putin is A Dick” Crowler sales. Over \$150k donated to date.
- Donated over \$3400 to Milwaukee LGBT Community Center through “Pride” Crowler sales.
- Donated over \$800 to Groundwork Milwaukee through our “Ripple Effect” Crowler sales.



# THANK YOU

**Lakefront Brewery uses the B Lab Impact Assessment as a third-party standard to measure its social and environmental impact.**

**Thank you for being a stakeholder. We welcome any feedback on our social and environmental efforts at: [INFO@LAKEFRONTBREWERY.COM](mailto:INFO@LAKEFRONTBREWERY.COM)**



**HANDCRAFTED  
HAPPINESS**