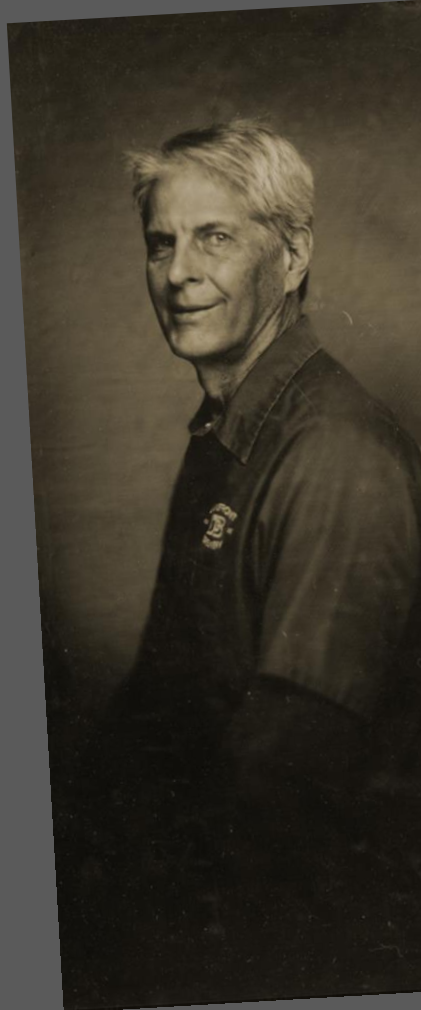


IMPACT REPORT '25





A NOTE FROM RUSS



As we look back on 2025, it will be remembered as a year defined by resilience and continuous improvement across our organization. Every part of our team faced challenges — from the disruption of bridge construction to the headwinds affecting the hospitality and brewing industries. Yet time and again, our crew responded the same way: by solving problems, adapting, and finding new ways to keep moving forward.

True resilience isn't just about maintaining what we've built — it's about continuing to grow and strengthen what makes us special. Throughout 2025, I saw that spirit of improvement in every corner of our organization.

On the brewing side, our *My Turn Series* continued with outstanding contributions from Nolan, Katie, Opis, and Aidan. Our Gluten Free beers gained momentum nationwide, with the Gluten Free IPA emerging as one of our major brands. We introduced new products that were well received, entered the hemp-derived beverage market with *High Jinx*, and completed the largest collaboration in our company's history with Hofbräu on *Bräu Buddies* — a true honor.

At the Beer Hall, our signature events continued to thrive — Gluten-Free Maifest, Valentine's Day, Black Friday, and Brawl in the Beer Hall all drew tremendous energy and attendance. We also introduced new and creative programming, from the Rare Bird event to our holiday showing of *Die Hard*, and we were proud to host Braun Strowman for his new show.

Recognition followed. Our beers earned multiple awards, and local publications honored both our Beer Hall and culinary team. We were also named the LGBT Impact Partner of the Year for 2025 — a reflection of the culture our staff builds every day.

I've long believed that organizations shouldn't chase awards — they should focus on doing their work as well as possible and improving along the way. When that happens, recognition takes care of itself. The consistency with which our team operates at that level is what makes these honors meaningful.

Equally important was how our team showed up for one another and for the broader community.

Kristin developed and led a Mental Health Training program for our staff — an initiative that will have lasting impact. Kelsey helped keep our B Corp mission front of mind. Betty strengthened our Ripple Effect program, continuing our charitable work with MPS students, Milwaukee Diaper Mission, our Black Friday coat drive, river cleanups, and numerous local partnerships — while also expanding into new efforts such as Stella's Playground and JR's Pups-N-Stuff.

These efforts reflect something deeper than business success: a shared commitment to improving both ourselves and the community around us.

All of this was accomplished while navigating a rapidly evolving marketplace and changing consumer tastes.

Thank you for the creativity, resilience, and care you brought to this year.

I look forward to working together in 2026 — continuing to build on our success, support one another, and find meaningful ways to give back.



Certified B Corp™ and Wisconsin Benefit Corporation

Certified B Corp

B Corp is a certification from B Lab

*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

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.



By the Numbers: Lakefront's Impact



Over 21,000 diapers and wipes collected for Milwaukee Diaper Mission

11 storm drains cleared and maintained 2X/month

78 spirit barrels sold for reuse

66,080 kWh produced by rooftop solar panel array

2.6 million pounds of spent grain sent to hungry cows

17.5 employee volunteer hours

393 pairs of socks collected for Street Angels

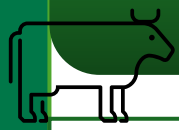
Over \$37,000 raised in monetary donations

106 pints of blood donated through American Red Cross

Over 400 syrup drums given away for reuse

179 winter coats collected for Carver School

480 in-kind donation boxes gifted



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



- Honored as 2025 Impact Partner of the year from the LGBT Community Center
- Awarded Community Impact Grant from National LGBT Chamber of Commerce
- Instituted a [Heat Advisory Menu](#) to keep our staff safer during warmer weather



Governance Milestones



- Signed EPA letter to support ENERGY STAR program
- Joined Green Tier Charter for Climate Action
- Hosted round table with Tammy Baldwin
- Signed EPA letter supporting preservation of 2009 Endangerment Finding for greenhouse gases
- Held company meetings with Russ and employees to share Lakefront happenings, feedback from 2024 Employee Survey, answer questions, and give a brewery tour

WORKERS





Employees



- Trainings: New Employee Orientation, Hazcomm, Allergen, Unconscious Bias, Mental Health First Aid, CPR First Aid, and WeVow
- Lakefront Little Library
- Field Trip to Jones Island
- Adventure Rock Corporate Pass
- Played Cool Choices in the spring to share and improve sustainable actions
- Brewers Association membership including access to Infinite Ingredient Wellness Portal
- 12 'What's Happening' newsletters a year
- 3.8% employee turnover rate;
 - Lower than the 73.9% industry rate (2023 [TOAST](#))



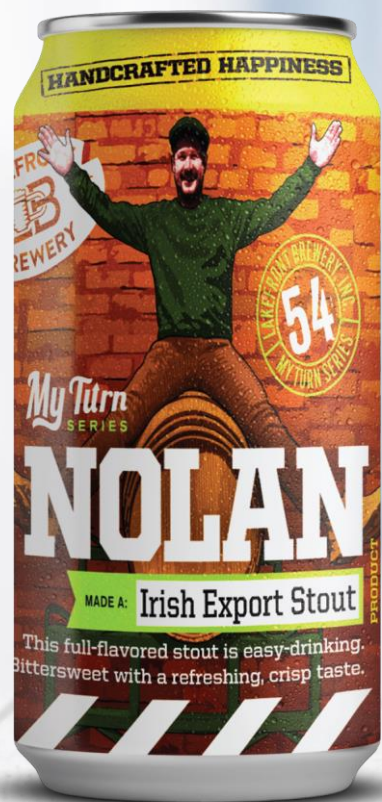
Employee Benefits



- Full and part-time employees eligible to participate in 401(k)
- 36% of our employees contributed to the employer-matched 401(k) in 2025
- Full benefits for employees who regularly work over 30 hours a week, including medical, dental, vision, HSA, and 100% company paid disability, PTO, and life insurance
- Free financial advisor meetings held at Beer Hall for employee 401(k) plan
- Employee discounts and merch program
- My Turn Series: Every full-time employee gets to make their own beer, the public gets to meet four new Lakefront Brewery employees each year, and release parties are held at local establishments to share the love



My Turn Series 2025



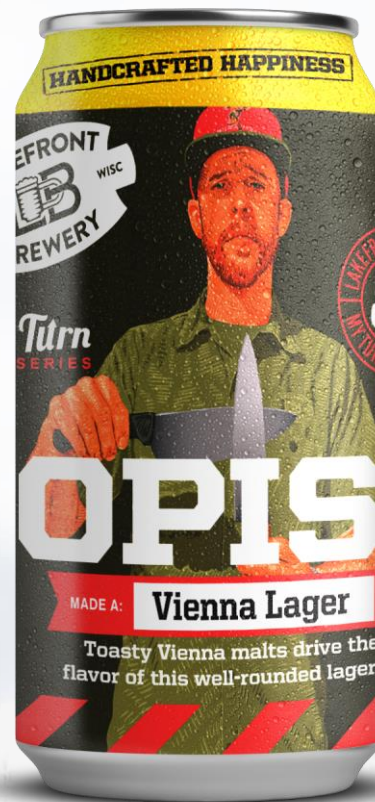
My Turn: NOLAN
Irish Export Stout

Bronze - Australian International Beer Awards
Gold - San Diego County Craft Brew Competition
(Bold Stout Category)



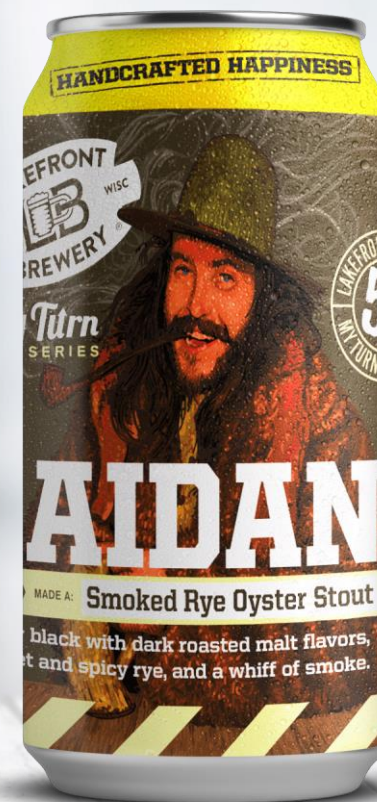
My Turn: KATIE
ESB

Bronze - U.S. Open Beer Championship
Collected 393 pairs of socks for Street Angels at
her My Turn party



My Turn: OPIS
Vienna Lager

Winter United States Beer Tasting Championship



My Turn: AIDAN
Smoked Rye Oyster Stout

Best Stout in the Midwest at 2025/2026



Employee Volunteering

This year, our employees made a difference volunteering:

- At Milwaukee Diaper Mission
 - Empowers families by providing a reliable source of free diapers and period supplies
- By the river during Milwaukee Riverkeeper® Cleanups
 - Committed to cleaning up a section of the Milwaukee River twice a year through the Adopt-a-River program
- On the field in Playworks' Corporate Kickball Tournament
 - Playworks helps schools and youth programs create healthy play environments where every child can join in



COMMUNITY



Community Members

- [B Local Wisconsin](#)
- Beverage Federation
- [Bicycle Benefits Program](#)
- B Corp [Climate Collective](#)
- [Brewers Association](#)
- [Brewers for Clean Water-NRDC](#)
- [Citizens Utility Board](#)
- Craft Beer Professionals
- Craft Brewery Purchasing Organization
- [FaB \(Food and Beverage\) Wisconsin](#)
- [Green Tier Charter for Climate Action](#)
- Independent Brewers Alliance
- [Metropolitan Milwaukee Association of Commerce](#)
- [Milwaukee Riverwalk District](#)
- [Plastic-Free MKE](#)
- [Riverwest Brewery Syndicate](#)
- [SafeRide](#) program
- [Travel Green Wisconsin](#)
- [Visit Milwaukee](#)
- Wisconsin Brewers Guild
- Wisconsin Clean Cities
- [Wisconsin LGBT Chamber of Commerce](#)
- Wisconsin Restaurant Association
- [Sustainable Business Council](#)



Community Members



- Current Sounds Music Series at Lakefront
- Sponsored/walked in the Milwaukee Pride Parade
- Sponsor for Run 4 Water MKE 2024
- Pancreatic Cancer Fundraiser
- Happy Hour for Stella's Playground, Milwaukee's first universally accessible and inclusive playground



Community Members



- MPS School to Work Transition Program, which provides a continuum of transition services to MPS students to develop skills and achieve their highest level of independence
- Worked with What Would Alec Do, helping individuals with disabilities find and maintain meaningful employment
- Participated in Ethical and Responsible Business Network consulting from UW-Madison
- Hosted Black Friday Coat Drive for Carver Elementary
- Participated in UI-Chicago B Impact Clinic
- Supported Green & Healthy Schoolyards Initiative at Riverwest Elementary
- Literacy Services Book Drive



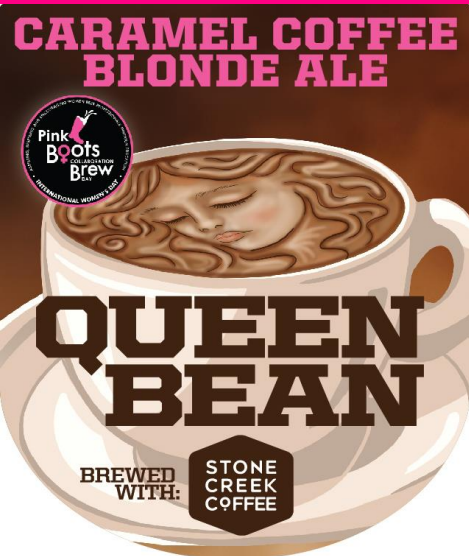
Beer Collaborations

- 4 Beer Collaborations in 2025
 - *Bräu Buddies* with Hofbräu
 - *Gold Package* with Badger State
 - *Workfront* with Working Draft
 - *Queen Bean* for Pink Boots Society's 2025 Collaboration Brew Day





Pink Boots Society



- Brewed “Queen Bean”, a Caramel Coffee Blonde Ale for our 2025 Pink Boots Collaboration Brew Day at Lakefront Brewery
- Donated a portion of Queen Bean proceeds to [Pink Boots Society Wisconsin](#) and National Chapters
- 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 66.08 MWh in 2025
- Warehouse uses 100% renewable energy through solar panels and We Energies Energy for Tomorrow program



“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





Environmental Initiatives

“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

- Lakefront Brewery is located on a repurposed brownfield
- White roof reflects energy and heat
- Process piping insulation project
- Reprogrammed our whirlpool sanitation process to use less water to sanitize lines before each cool-in
- Heat exchanger installed in 2014 saves energy and water
- Leasing CHEP Pallets and MicroStar kegs reduces the miles pallets and empty kegs travel



The Lakefront Garden

- Rain garden
- Compost old rice hulls, hops, and coffee
- Growing hop crops along fence
- Produce used in the Beer Hall kitchen and employees' homes!
- Greenhouses converted into “Hop Houses” for winter





Adopt-A-River Cleanups



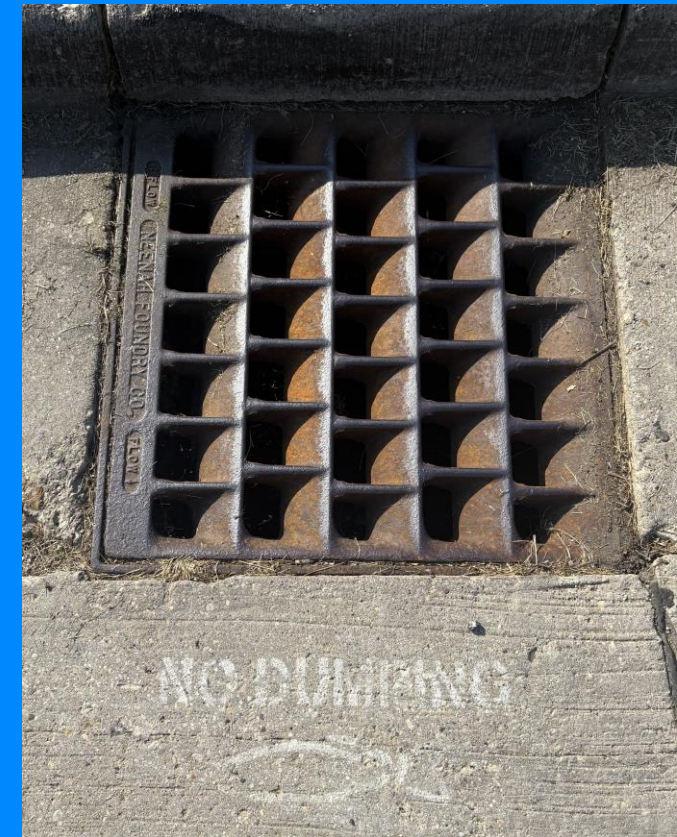
- Lakefront Brewery participates in Milwaukee Riverkeeper's "[Adopt-A-River](#)" Program, acting as a steward of the Milwaukee River from N. Humboldt Ave to E. Pleasant St.
- Clean the south branch of the Milwaukee River two times a year
- Give two free Beer Hall tokens per person at the Lakefront Brewery site during cleanups
- Use malt bags for our cleanups



Adopt Your Drain



- Lakefront participates in Sweetwater Wisconsin Southeast's Adopt Your Drain program
- We keep 11 storm drains clean to keep water flowing to Jones Island, Milwaukee's wastewater treatment plant
- Adopt your own drain [here!](#)





Brewer's Association Sustainability Toolkit

Shows our 2025 data normalized as amount per barrel of beer

- 28kWh/bbl Electricity
- 2.8 therm/bbl Fuel
- 5.3 bbl/bbl (includes Beer Hall & Kitchen water)
- 23.9 lb/bbl Waste (estimation based on full bins)
- 8.1 lb/bbl CO2
- Scope 1 & 2 Emissions for 2025: 1079.02 Metric Tons Co2e*

Electricity (kWh/bbl)	Your Baseline Efficiency	28	kWh/bbl
	Sector Top 75 Percentile		kWh/bbl
	Sector Median		kWh/bbl
	Top 25 Percentile		kWh/bbl
	Best-in-class		kWh/bbl
	Enter Your Goal	27	kWh/bbl
	Projected Goal Year Purchased Utility Rate	0.15	\$/kWh
	Projected Goal Year Annual Cost at Baseline Efficiency	0	\$
	Projected Goal Year Annual Cost at Goal Efficiency	0	\$
	Potential Annual Cost Avoidance (Baseline - Goal)	0	\$
Potential Normalized Cost Avoidance (Baseline - Goal)		\$/bbl	
Potential Annual GHG Emission Reduction (Baseline - Goal)		lb	
Fuel (therm/bbl)	Your Baseline Efficiency	2.8	therm/bbl
	Sector Top 75 Percentile		therm/bbl
	Sector Median		therm/bbl
	Top 25 Percentile		therm/bbl
	Best-in-class		therm/bbl
	Enter Your Goal	2.5	therm/bbl
	Projected Goal Year Purchased Utility Rate	0.72	\$/therm
	Projected Goal Year Annual Cost at Baseline Efficiency	0	\$
	Projected Goal Year Annual Cost at Goal Efficiency	0	\$
	Potential Annual Cost Avoidance (Baseline - Goal)	0	\$
Potential Normalized Cost Avoidance (Baseline - Goal)		\$/bbl	
Potential Annual GHG Emission Reduction (Baseline - Goal)	0	lb	
Water (bbl/bbl)	Your Baseline Efficiency	5.3	bbl/bbl
	Sector Top 75 Percentile		bbl/bbl
	Sector Median		bbl/bbl
	Top 25 Percentile		bbl/bbl
	Best-in-class		bbl/bbl
	Enter Your Goal	4.9	bbl/bbl
	Projected Goal Year Purchased Utility Rate	3.27	\$/1000 gal
	Projected Goal Year Annual Cost at Baseline Efficiency	0	\$
	Projected Goal Year Annual Cost at Goal Efficiency	0	\$
	Potential Annual Cost Avoidance (Baseline - Goal)	0	\$
Potential Normalized Cost Avoidance (Baseline - Goal)		\$/bbl	
Potential Annual Water Reduction (Baseline - Goal)	0	gal	
Solid Waste Disposed (lb/bbl)	Your Baseline Efficiency	23.9	lb/bbl
	Sector Top 75 Percentile		lb/bbl
	Sector Median		lb/bbl
	Top 25 Percentile		lb/bbl
	Best-in-class		lb/bbl
	Enter Your Goal	13.5	lb/bbl
	Projected Goal Year Disposal Utility Rate	0.02	\$/lb
	Projected Goal Year Annual Cost at Baseline Efficiency	0	\$
	Projected Goal Year Annual Cost at Goal Efficiency	0	\$
	Potential Annual Cost Avoidance (Baseline - Goal)	0	\$
Potential Normalized Cost Avoidance (Baseline - Goal)		\$/bbl	
Potential Annual Solid Waste Reduction (Baseline - Goal)	0	lb	
Carbon Dioxide (lb/bbl)	Your Baseline Efficiency	8.1	lb/bbl
	Sector Top 75 Percentile		lb/bbl
	Sector Median		lb/bbl
	Top 25 Percentile		lb/bbl
	Best-in-class		lb/bbl
	Enter Your Goal	6.4	lb/bbl
	Projected Goal Year Purchased Utility Rate	0.17	\$/lb
	Projected Goal Year Annual Cost at Baseline	0	\$
	Projected Goal Year Annual Cost at Goal	0	\$
	Annual Cost Avoidance (Baseline - Goal)	0	\$
Normalized Cost Avoidance (Baseline - Goal)		\$/bbl	
Annual CO2 Emission Reduction (Baseline - Goal)	0	lb	

*Based on EPA Portfolio Manager Data

CUSTOMERS



Customer Relations



- Hosted Wisconsin Bike Fed Santa Cycle Rampage
- Hosted our annual Gluten-Free Maifest
- Hosted Handcrafted Makers Markets and collected items for Kinship Community Food Center
- Hosted Pride Makers Market
- Hosted Rare Bird Market
- Hosted Hopps Cards, Curds & Collectibles
- Pours for Parks to raise funds for Humboldt Park Friends
- Hosted Playworks Wisconsin Rock, Paper, Scissors tournament
- Hosted Sounds and Suds for Present Music



Customer Relations



- As part of our Milwaukee RiverWalk District membership, we support art along the RiverWalk including our distinguished 40 ft. illuminated Kegnado
- Beer Hall featured on “Everything on the Menu with Braun Strowman”
- Listed in the “Picknic” Allergen App guide
- Half off tours for active military
- Free Parks Pass giveaway
- Free pint for teachers on June 24th





Customer Relations



- Offer Star-K certified Kosher products.
- Offer GFCO certified Gluten-Free products (New Grist line) and the CurdWagon is Gluten-Free all summer long!
- Offer NA Beer (Riverwest Stein NA, Extended Play NA and Eastside Dark NA)
- Released [New Grist Gluten-Free IPA](#)
- Launched High Jinx hemp-derived beverage





Customer Relations



- Unveiled “Curds à la Carte”, a converted hot dog cart ready to serve award-winning fried cheese curds at events!
- Our Curdwagon is Gluten-Free all summer long!
- Introduced the Curd Card: buy 11 curds, get 1 free!



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!
- Used malt bags and syrup drums available to customers for free





Customer Relations



- Extended Play NA won Untappd Awards Gold
- New Grist IPA won Bronze in Australian International Beer Awards '25
- My Turn: Nolan won Bronze in Australian International Beer Awards 2025
- My Turn: Nolan won Gold in San Diego County Craft Brew Competition
- Royal Rabbit won Bronze in Australian International Beer Awards 2025
- BA Honey Bock won silver in the Barrel-Aged category at National Honey Board's 2025 Honey Beer competition
- My Turn: Katie won bronze in ESB category of U.S. Open Beer Championship
- New Grist rated #4 "Best Gluten-Free Beer" by USA Today's Readers' Choice Awards
- Oktoberfest won grand champion for Vienna/Marzen lager USBTC, regional champion for My Turn: Alison and BA Holiday Spice



Customer Relations



Won *Nine* 2025 Shepherd Express Best of Milwaukee Awards:

- Best Local Entrepreneur – Russ Klisch
- Best Drag Event – Drag Queen Bingo with Ester Flonaze
- Best Family-Friendly Restaurant
- Best Fish Fry
- Best Place to Eat Alone
- Best Restaurant Service
- Best Brewery Tour
- Best Fried Cheese Curds
- Best Milwaukee Tour

Winner for Brewery Taproom from Milwaukee Magazine Readers' Choice Awards

Milwaukee



Customer Relations

- Hosted weddings at Lakefront Brewery on Valentine's Day
- Offer BOGO Deals through: Hop Passport, Brew City Beer Pass, Craftapped, Reel Craft Pass, Riverwest Brewery Syndicate Disloyalty Card, Craft Notes, Brew Deck
- Lakefront Loyalty program and donation round-up through Toast





SUSTAINABLE DEVELOPMENT GOALS



2030 Agenda for Sustainable Development, adopted by all UN member states in 2015, provides a blueprint for peace and prosperity for people and planet, now and into the future. The 17 Sustainable Development Goals (SDGs) are an urgent call for action in a global partnership.



SDG at LB



401k employer match
Supplier Code of Conduct



Kinship Community
Food Center Drive



Employee workouts
Healthcare
Mental Health First Aid



MPS School to work
Playworks



Pink Boots Society



Milwaukee Riverkeeper
MMSD Field Trip



Solar Panel Array
Purchase Renewable Energy



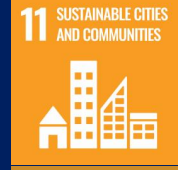
Financial Webinars
Code of Conduct



Heat Exchanger



What Would Alec Do?
Stella's Playground



WI Clean Cities



Spent grain to cows
Free used malt bags &
syrup drums



Recycling
Bublr Bike Station



Adopt Your Drain
Adopt-A-River



Milwaukee Riverkeeper
Cleanups



PIAD Crawlors



Community Members
B Local WI



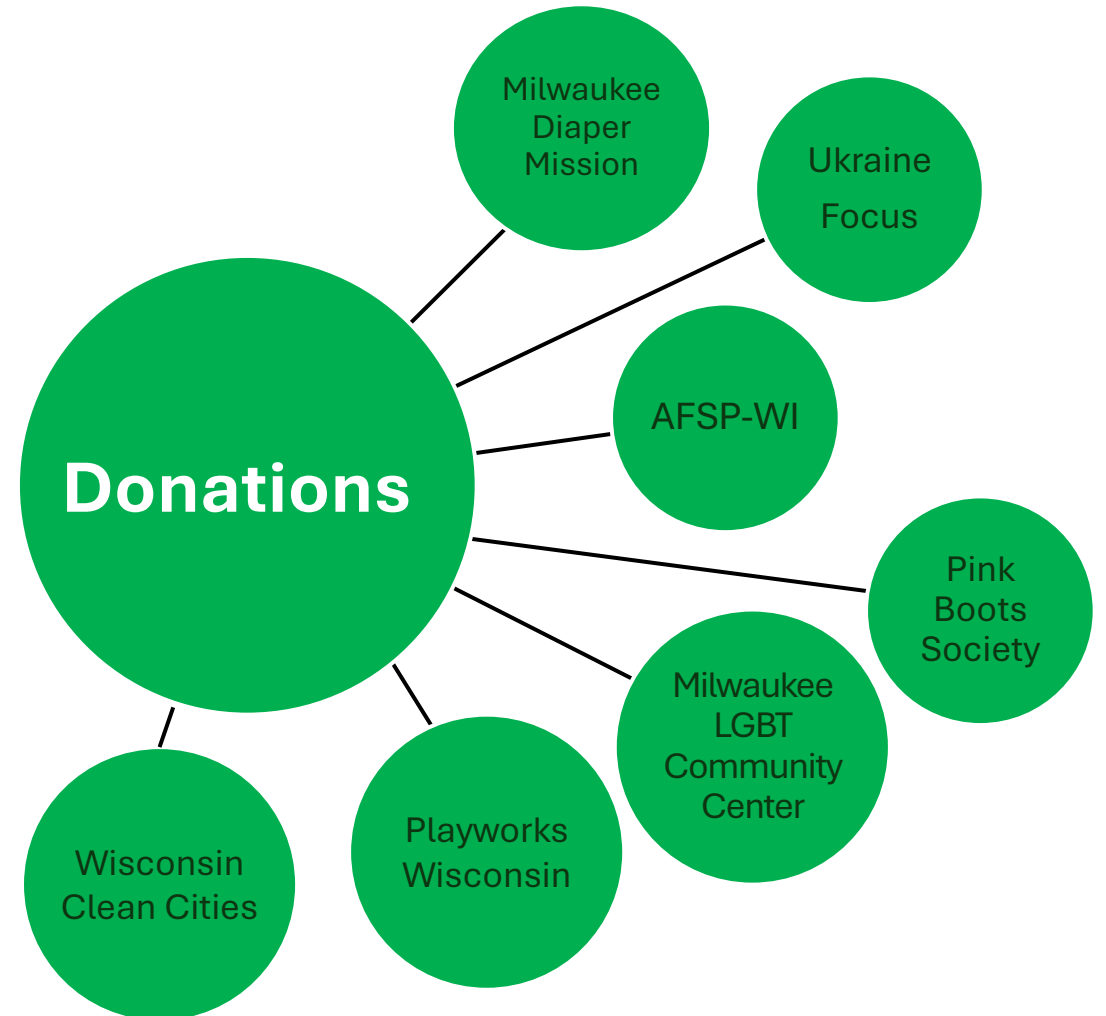
We're the first Certified B Corp brewery in Wisconsin, and we aim to focus our donation and action efforts on local organizations (MPS School to Work, Milwaukee Riverkeeper Adopt-a-River), sponsoring local community events (WMSE Rockabilly Chili, Bay View Chill on the Hill) and offering an in-kind donation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



Ripple Effect Outreach

Sponsored Bay View Neighborhood Association Chill on the Hill	Sponsored WMSE Rockabilly Chili & Backyard BBQ
2025 Outreach	
Supported non-profits with 480 donation gift boxes (~\$10,791 in-kind)	Donated over \$37,000 including customer contributions





Ripple Effect Outreach continued

- Kinship Community Food Center and Farm
- Cedarburg Art Museum & Society
- Street Angels
- Milwaukee Riverkeeper
- Historic Brewers Hill Association/
George Washington Carver Academy
- PFLAG Waukesha
- Milwaukee Gay Football Club
- Wisconsin Literacy Services
- Medical College of WI
- JR's Pups-N-Stuff
- Milwaukee Out of the Darkness Walk
- Blood drives for American Red Cross
- Reflo/Riverwest Elementary School
- Stella's Playground
- Kinship food drive
- Bublr Bikes
- Girl's Rock Milwaukee
- Vivent Health Dining Out for Life**
- AFSP Wisconsin**
- Czar's Promise**
- STEM to Stern**
- Present Music**

**Toast Round-Up



Sponsorships

- Downtown West Bend Association (Music on Main)
- German Fest Milwaukee
- Great Lakes Distillery (Harvest Fest Block Party)
- HartFest
- Milwaukee Comedy Festival
- Milwaukee Gay Football Club
- Milwaukee Record
- Milwaukee Pride Parade
- Milwaukee Irish Fest
- Milwaukee World Festival, Inc. (Summerfest)
- The Carriage House
- The Park People of Milwaukee County Inc. (Jazz at the Vine 2025)
- Shaky Hands Union Printing (Milwaukee Polka Riot)
- TosaFest
- Wisconsin Bike Fed (Santa Cycle Rampage)



Crowler Campaigns



- Donated over \$18,600* to Ukraine Focus for humanitarian and medical aid in Ukraine through our “Putin is A Dick” Crowler and t-shirt sales. Over \$190k donated to date.



- Donated over \$6,800* to Milwaukee LGBT Community Center through “Pride” Crowler and gift shop pride merch sales.

*Includes matching customer funds.



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

Thanks for reading, you've earned yourself a beer!



**HANDCRAFTED
HAPPINESS**