



THE LIFE PROGRAMME

is the EU's financial instrument supporting environmental, nature conservation and climate action projects throughout the EU. The general objective of LIFE is to contribute to the implementation, updating and development of EU environmental and climate policy and legislation by co-financing projects with European added value. Since 1992, LIFE has co-financed some 4306 projects, contributing approximately € 3.4 billion to the protection of the environment and the climate.



In 2015, AB-InBev has been granted approximately € 800.000 for **THE LIFE BEVERAGE PROJECT** that is part of our ambitious dream to create a cleaner world. These LIFE programmes contribute to the achievement of the objectives of the Europe 2020 strategy and embed sustainability and social responsibility throughout our entire value chain.



BACKGROUND

The boiling step is the most energy consuming step in the brewing process, which consumes up to 20% of the total heat required and generating high levels of greenhouse gases. Previous research at AB-InBev led to the publication of the **patented technology** of "Method for treating a wort in a boiling kettle". Fuel and water consumption can be drastically reduced in this process step by a disruptive innovation; using atmospheric air as the ultimate green resource.



PROJECT OBJECTIVES

As the world's leading brewer, AB-InBev has an important role to fulfil in addressing serious environmental changes such as water scarcity, resource depletion and climate change. With **THE LIFE BEVERAGE PROJECT** we aim to reduce the emission of greenhouse gases caused by beverage production through a new process technology that will be piloted at breweries in Belgium and UK. We are passionate about our brewing traditions, but understand that traditional brewing processes often stand at the gateway to transformational change. The fundamental principles of the most energy consuming step in the brewing process are being questioned and carefully re-engineered. In this way AB-InBev aims to:

- lead the way in the transition towards a new standard for a more environmental friendly and sustainable brewing process. Future growth must be maintained, while simultaneously reducing the costs, energy consumption and greenhouse gasses emission,

- develop LIFE BEVERAGE technologies for two different production methods piloting in Jupille and Magor breweries to enable roll-out to all AB-InBev breweries worldwide, which will allow AB-InBev to make a significant contribution to a resource-efficient, low-carbon and climate-resilient economy.



EXPECTED RESULTS

With this project we contribute to our 2017 environmental goals and beyond:
Reduce water usage to a leading-edge 3.2 hectoliters per hectoliter of production,

Reduce energy usage by at least 10% per hectoliter of production on top of the level we achieved in 2012,

Reduce greenhouse gas emissions in beverage production by another 10% per hectoliter of production.

With a successful realisation of the pilots, we estimate the following impacts in the 2 breweries:

- Reduction of water usage with 2% on top of the level achieved in 2014,

- Reduction of energy usage with 12%,

- Reduction of carbon footprint with 8%.

While aiming at reaching these environmental goals, the brand integrity and high quality standards of our beers needs to be maintained or improved.

Brewing Energy saving pilot for an innovative, Efficient, and environmental beverage process