

# CASE STUDY

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COOLCALIFORNIA CLIMATE LEADER

## Greenbar Distillery Los Angeles, CA

Great Taste Without Waste!



Greenbar Distillery: CoolCalifornia Climate Leader Award Winner.

Not only is Greenbar Distillery iconic for being Los Angeles' first distillery since the Prohibition era, but it is also gaining recognition for housing the largest portfolio of organic spirits within the United States. The distillery uses only certified organic ingredients to enhance flavors and to prevent artificial fertilizers and pesticides from contaminating farmland groundwater.

To reduce its carbon footprint, Greenbar Distillery is decreasing energy and water consumption. For example, the business has installed skylights to minimize daytime lighting, converted existing bulbs to LEDs through a commercial lighting incentive program, and has started recycling the water used in the production process to cool off their machinery.

Greenbar Distillery is also reducing the environmental impact of their product by using



All Greenbar Distillery spirits are made from organic ingredients.

bottles that are 25% lighter than the average bottle of spirits, and recycled labels made with 100% post-consumer and water-soluble inks. Wasteful bottle detailing such as frosting, plastic wrapping, and metallic paints are all avoided.

## BUSINESS SNAPSHOT

Greenbar Distillery uses only certified organic ingredients to enhance flavors and to prevent artificial fertilizers or pesticides from contaminating farmland and groundwater.

### Green Actions:

- Reduced packaging waste and glass bottle weight
- Chooses 100% post-consumer recycled labels and water-soluble inks
- Eliminated use of plastics, metallic paints, and frosting on bottles
- For every bottle of spirits sold, they plant a tree in Central America

### Facility Renovations:

- Recycles production water to cool systems
- Installed skylights to maximize natural lighting
- Replaced lighting with LEDs



The Greenbar Distillery strives to be a waste-free zone, and is always finding creative ways to cut waste even further. For example, Greenbar Distillery's TRU lemon vodka requires lemon peels for production, resulting in an abundance of "naked lemons." Instead of accumulating lemon waste, the distillery actively gives these lemons to local bars and restaurants, where they can juice them for that evening's cocktails.

In addition to a sustainable approach to production, the distillery also has a unique initiative in which they plant one tree for every bottle of spirits sold. Through this effort, over 650,000+ trees have been planted in the rainforests of Central America, where they provide



Melkon Khosrovian and Litty Mathew, owners of Greenbar Distillery.

local communities with shade for fair trade coffee and cacao crops and serve as a carbon sink.

Greenbar Distillery hosts weekly distillery tours, where visitors are informed on how the distillery operates and all of their sustainability initiatives. Greenbar Distillery's tree planting program is very popular with tour participants, who are delighted to hear that a single bottle purchase results in the planting of a tree.



Weekly tour of GreenBar Distillery where visitors learn about all of the green practices that take place in the bottle production cycle.

**"Choose not only to drink better, but to drink to a better world" - Melkon Khosrovian, owner of Greenbar Distillery**



## CONTACT INFORMATION

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