

THE PAPER CITY BREWERY – HOLYOKE, MA

In 1995, Jay Hebert, founded the Paper City Brewery, Co., Inc. The brewery is located on the fifth floor of an old manufacturing warehouse on Cabot Street in Holyoke. The brewery is a good example of a small, private firm that produces a niche product (microbrewed beers and sodas) with strong sustainable development practices. These efforts, in turn, have helped the Brewery establish a good relationship with the community.



The Brewery has been able to promote recycling, reduce waste, and use environmentally-friendly cleaning methods while employing local labor and being involved in local community functions.

Lessons Learned:

- Small, local businesses may be well positioned to make sustainable business choices involving using local materials and local labor
- Good environmental choices often are good business choices



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The sustainable practices that the Paper City Brewery is able to undertake can be transferred to other similar, niche-market firms. The volume and scale of the Paper City Brewery makes it possible for the brewery to buy input ingredients and supplies locally. In addition the product that Paper City provides, micro-brewed beer, which can be considered a specialty item. There is a well-developed market which can sell Paper City Brewery's beer, with the number of establishments serving or sell Paper City Brewing Company's ales and lagers throughout the Pioneer Valley, Boston and Connecticut, well over 430. Such a tight distribution network allows Paper City Brewery to distribute their own products may not be possible for larger enterprises.

The Paper City Brewery makes an effort to be environmentally responsible, including accepting bottle returns, cleaning bottles for reuse with the help of a Canada-based firm, and using hydro-generated steam generated from the nearby Holyoke Dam for the brewing process. Even the spent grain from the brewing process is donated to local dairy farmers. Water conservation matters to the Brewery, which uses oxygen-based alkaline cleansers to minimize the impact on the local water supply.

Where possible, the Brewery shops locally for inputs into their process. This includes buying ingredients into the brewing process locally (for example, glycol from W. Springfield), and labels and other packing materials. Any maintenance and repairs on the old factory building which houses the Brewery are completed by local artisans and welders.

Examples of Paper City Brewery's civic involvement have included:

- Participating in the Celebrate Holyoke event with Greater Holyoke, Inc.
- A "Tour and Tasting" event which collects canned food donations for local shelters and community groups.
- Offering a performing space to local musicians.
- Donating beer and sodas for area fundraising events.
- Encouraging patrons to visit other Holyoke eateries and businesses.

