

HIGH MOUNTAIN RUM  
CB CO



*Montanya*  
DISTILLERS





# SUSTAINABILITY STATEMENT

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**At Montanya Distillers, we love rum—we love our planet and our community even more.**

Our goal is to build an international rum company that puts people, the environment and social responsibility on equal footing with growth and profit. We are out to change the rum industry's sometimes poor environmental track record through supply chain management, intentional energy use, waste reduction, third-party verification, and advocacy.

This work demands continued commitment, creativity and problem solving across the company, and we are up for the challenge. It's time to prove that business can be a force for good.





## MAJOR ACHIEVEMENTS

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In November 2018, Montanya Distillers became the first distillery in Colorado and the third in the nation to become a certified B Corporation. We were awarded this certification in recognition of our commitment to prioritizing social and environmental sustainability, and measuring success by more than our financial bottom line.

In addition to the prestigious B Corp Certification, Montanya Distillers proudly holds the following certifications and memberships:

- **2021 BEST FOR THE WORLD COMPANY (ENVIRONMENT)** - Top 5% of B Corps our size
- **PLASTIC NEUTRAL** - Offsets plastic consumption
- **TERRAPASS** - Carbon offsets
- **ARCADIA POWER** - Repurposes utility bills to fund wind/solar projects
- **COLORADO'S ENVIRONMENTAL LEADERSHIP PROGRAM**

As a member of the Montanya crew, your commitment to upholding these standards is a crucial part of continuing our mission to prioritize environmental sustainability. This document is intended to outline sustainability measures across the company so you know what's expected.



# SUSTAINABILITY: TASTING ROOM

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## WASTE-REDUCING PRACTICES

- Stainless steel straws
- Reusable dishware and containers
- Store food items in glass jars
- Reusable paper bags
- 100% recycled cocktail napkins/paper bags
- Compostable to-go containers
- Syrups that are created in-house
- Recycling: cans, glass, plastic bottles, cardboard, Tetra Paks
- Plastic recycling with Sustainable Crested Butte
- Biodigester (pictured right)





# ROLES AND RESPONSIBILITIES: TASTING ROOM

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## MANAGERS

- Ensure that sustainability practices are being completed and model those practices throughout day-to-day responsibilities
- Include completion of these practices in feedback as needed

## BARTENDERS AND SERVERS

- When prepping garnishes and cocktail ingredients, place discarded/unused bio-waste in the appropriate container for biodigestion
- Ensure that bio-waste from cocktail making (i.e. citrus and other garnishes) makes it into the designated bucket
- Replace full bio-waste buckets with a new one or ask a greeter to do so
- If clearing tables, make sure that food scraped from plates goes into a biodigester bucket

## HOSTS & GREETERS

- When completing any of the tasks outlined above, greeters are expected to follow sustainability practices
- If there is a slow down and duties allow, check to see that practices are being followed and switch out biodigester buckets as needed



## RECYCLING

- ALL: Put recycling into proper receptacles
- Ensure plastic wrap and tetra paks (juice containers) are clean/dry and plastic is “wavy” when cut or ripped. See page 8 for details.





# BIODIGESTER

Montanya Distillers installed a LFC Biodigester at the Distribution Center (DC) as a way to divert bio-waste and carbon from the landfill. A live microbe-enzyme inside the machine digests and converts up to 80 pounds of bio-waste (citrus, meat, bones, etc.) per cycle into greywater, which can go down the drain or be used for fertilizer.

## Items Collected:

Citrus

Meat

Food and bar scraps

## BIODIGESTER PROCESS

1. Tasting Room (TR) staff collect cocktail and food bio-waste in 5-gallon buckets
2. TR staff place the 5-gallon buckets into waste and recycling storage closet
3. Distillery staff transport buckets to DC where the biodigester is located (bear proof bins stay at TR)
4. Distillery staff empty buckets into biodigester to convert bio-waste into greywater (24-hour process)
5. Distillery staff return buckets to TR the next day





# PLASTIC RECYCLING

Montanya Distillers is working with Sustainable Crested Butte (CB) to reduce our hard to recycle plastic waste.

## Items Collected:

Plastic Bags  
Bubble Wrap (Not padded envelopes)  
Foam Packaging Sheets  
Biodegradable Plastic  
Tetra Paks

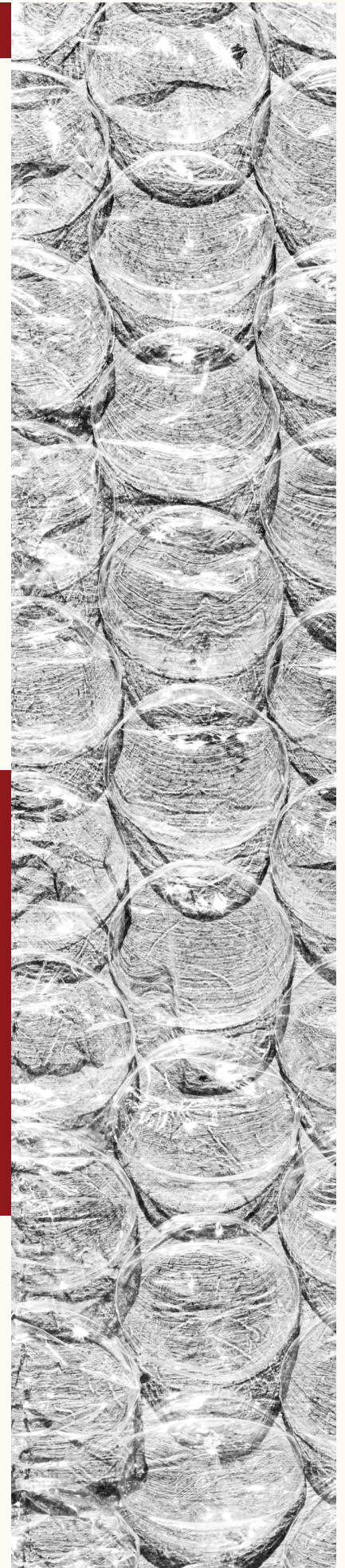
## PLASTIC RECYCLING PROCESS

1. Tasting Room (TR) staff collect clean/dry plastic wrap and tetra paks in bagged garbage cans in alley (plastic wrap and tetra paks must be in separate bags)
2. Distillery staff transport plastic bags to store at DC for Sustainable CB pick up
3. Distillery staff also collect and store clean/dry plastic wrap for Sustainable CB pick up
4. Replace plastic collection bags as needed



## ADDITIONAL INFO

- Items must be contained in a plastic bag
- Plastic film and tetra paks must be clean/dry
- Tetra paks must be separate from plastic





# SUSTAINABILITY: DISTRIBUTION CENTER

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## ETHICAL SOURCING

- Sugarcane comes from socially & ecologically responsible vendor in Louisiana
- Bottles: cradle-to-cradle certification
- Synthetic corks
- Colorado honey
- Forest Stewardship Council (FSC) labels

## RECYCLE, REUSE, REDUCE INITIATIVES

- **Recycle:** cardboard, glass, plastic
- **Reuse:** cardboard boxes for product shipments, sugarcane bags, recirculate water in stills, recycled heat from stills, wood pallets picked up for repurposing
- **Reduce:** LED lighting, tap water provides natural cooling needs, manage biodigester to reduce bio-waste and carbon going into landfill

## NEW INITIATIVES

- Staff meals purchased with limited waste and appropriate items are recycled





# ROLE RESPONSIBILITIES: DISTRIBUTION CENTER

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## HEAD & ASSISTANT DISTILLER

- Ensure that practices are being followed and model them throughout day to day practices
- Work with owner or other partners on future sustainability initiatives
- When ordering materials ensure that sustainability of sourcing continues to be met
- Responsible for loading bio-waste buckets into biodigester
- Collect and store all plastic film (labels, pallet wrap, etc.) for Sustainable Crested Butte pick-up (3rd Friday of each month)
- Move biodigester buckets back and forth between Tasting Room and Distribution Center
- Collect and transport the plastic film recycling and tetra paks at the Tasting Room to store at the DC
- Recycle materials appropriately at the end of use

## BOTTLERS

- Recycle materials appropriately at the end of use





# SUSTAINABILITY: ADMINISTRATION

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## ETHICAL SOURCING & RECYCLING

- Responsible merchandise (shirts, hats, etc.) ordering
- Soy ink used in printing
- Sustainable paper ordering (office, marketing, menus, etc.) 100% recycled, 30% PCW or more
- Recycle: cans, paper, plastic

## CERTIFICATIONS & MEMBERSHIPS

- Ensure all departments are following social and environmental sustainability practices
- Maintain accurate tracking records
- Manage, recertify, and apply for socially and environmentally responsible certifications and memberships
- Manage communications and customer/staff education





# ROLE RESPONSIBILITIES: ADMINISTRATION

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## OWNER

- Prioritize sustainability in all aspects of business
- Delegate responsibility for implementation and continued compliance
- Make sustainability part of formal and informal feedback and review sessions

## ADMIN TEAM

- Assists owner with prioritization of sustainability
- Oversees certification processes
- Ensures accurate record keeping takes place
- Assists Business Manager with monthly/annual reporting
- Works with Graphic Designer and PR/Social Media manager to develop sustainability messaging
- Ensures website communications sustainability practices
- Responsible for monthly/annual reporting
- Provides data for certification processes as requested by VP
- Creates/updates relevant sustainability marketing material
- Promotes sustainability achievements and messaging through press releases and social media





# POTENTIAL FUTURE INITIATIVES

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## MARKETING

- Permanent signage in Tasting Room that features Montanya's sustainability commitments and educates guests (carbon offsets, local menu items, etc.)

## ACCOUNTABILITY & FEEDBACK

- Monthly/weekly meetings, staff check-ins, etc. include sustainability check-ins relevant to role/department:
  - How is the biodigester collection going?
  - How is recycling going?
- Seek out staff feedback on how to improve Montanya's sustainability initiatives
- Quarterly sustainability improvement focus areas and follow-up:
  - Q1: Biodigester
  - Q2: Waste Reduction in Tasting Room
  - Q3: Local food menu item features
  - Q4: Reporting

## PROJECTS

- Increase label sustainability
- Ford Lightning Electric Truck





# SOCIAL RESPONSIBILITY

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While this manual focuses on Montanya Distillers' environmental sustainability values and practices, we recognize and put emphasis on the fact that environmental sustainability and social justice are inextricably linked. We are grounded in our purpose-driven mission of preserving the planet and protecting the people in our rum community and beyond.

## SOCIAL RESPONSIBILITY INITIATIVES

- Certified B Corporation
  - Recognizes a company's policies and systems surrounding Governance, Workers, Community, and the Environment
- Justice, Equity Diversity and Inclusion (JEDI) Coordinator
- JEDI staff trainings
- Philanthropic donations to social justice-focused organizations
- Inclusive hiring practices and opportunities

