



ABITA BREWING TAKES STEPS TO BE ENVIRONMENTALLY SOUND

The Abita Brewing Company, in Abita Springs, takes environmental responsibility seriously. Even though the company is known more for its amber-colored beer, Abita Brewing has triumphed in the area of going “green” as well. Preserving the environment through conservation and protection of resources is a corporate goal which it meets through energy efficiency and social responsibility.

“At the Abita Brewing Company, we work to make great beer every day,” said David Blossman, President of Abita Beer. “We also work to make Abita Springs, Louisiana, and the world around us a better place to live by being a good neighbor. We’re proud to be a good neighbor -- a good neighbor who makes great Abita Beer.”

Protecting and improving the environment is accomplished in many different and innovative ways. Abita Beer is brewed using the Merlin system, which reduces boiling time and carbon dioxide emissions. This system also captures and reuses steam. Abita was the first brewery in the nation to convert to the process that consumes 70 percent less energy than traditional methods.

The company operates their own wastewater treatment plant which results in an 85 percent reduction of load to the Abita Springs sewerage system and reduces the amount of solid waste sent to landfills. They use the wastewater to produce their own energy. Abita uses a Bio-Energy Recovery System that treats the wastewater and creates a bio-gas used to fuel the boilers.

Abita, which means “healing waters” in Choctaw, draws water for the beer from the Southern Hills Aquifer system, located more than 3,000 feet into the ground. Abita undertakes several measures to reduce the amount of water used in the brewing process. They conduct regular maintenance of pipes and faucets, which recaptures used wastewater in the process.

Abita’s packaging is also environmentally friendly. The six-pack cartons use 50 percent less paper and glue

than ordinary carriers and they use recycled paper. The glass beer bottles are also recycled.

Abita’s environmental mission goes beyond plant operations and beer brewing. It applies to their vehicles, too. The sales staff operates gasoline-electric hybrid vehicles. Every 18 wheeler in the Abita delivery fleet is equipped with an Auxiliary Power Unit that engages when the vehicle is parked, thereby decreasing engine emissions and idling time. Even the spent grain and hops from the brewing process don’t go to waste. Local farmers used the end products of beer making as feed for their cattle.

Abita’s latest television commercial, “Recycle and Renew,” reflects Abita’s ongoing recycling effort and their commitment to preserving the environment.

