

NATIONAL BEER WHOLESALERS ASSOCIATION RELEASES NEW TOOLKIT FOR ENHANCING EFFICIENCY AND SUSTAINABILITY



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The [National Beer Wholesalers Association](#) (NBWA) has partnered with sustainable logistics specialists [Double Green](#) to create a toolkit that will help beer and beverage distribution companies save money and continue to reduce their carbon footprints through greater efficiency and enhanced sustainability efforts. Particularly as distributors move through the busy summer season with energy prices escalating, the ability to conserve resources and create greater efficiencies is a priority for commercial survival.

The NBWA is the leading trade association for beer, seltzer, and other beverage distributors operating across America. Double Green is a woman-owned and led company with over 20 years of experience helping global food and beverage brands meet consumer demand for sustainable products while working successfully with supply chain partners under pressure from rising temperatures and energy costs.

A beverage product's environmental impact is spread across its supply chain, from the resources used on the farm and at the brewery or production facility, including packaging, to the energy consumed through local distribution and retail. A lifecycle analysis (LCA) measures the total impact. The LCA changes for each product based on the ingredients - where they are sourced and how they are grown, what package is used, where the product is made, and how and where it is consumed, among other factors.

Today's marketplace requires that suppliers' sustainability goals be strategically designed, based on their LCA and the areas where they have the most impact. Typically, those goals should measure their progress by their reduction in greenhouse gas emissions against a baseline year. To meet their goals, beverage suppliers must obtain supply chain collaboration.

The [Efficiency and Sustainability Toolkit](#) outlines best practices and features a calculator to help suppliers achieve their goals by determining energy and carbon savings from each strategic initiative. The toolkit includes:

- ways to reduce resource usage within warehousing, trucking/transportation, and trade recycling;
- classification of efficiency efforts ordered from straightforward solutions to complex/capital-intensive; and
- real-world examples from beverage distributors that illustrate how to make the best use of these tools.

The foundation of the toolkit is a [white paper](#) divided into three sections:

1. Warehouse
2. Trucking and Transportation
3. Trade Recycling

These sections' efficiency efforts are in order from more straightforward solutions to more complex or capital-intensive solutions. NBWA anticipates that its new toolkit will offer beverage wholesalers "a roadmap for continued improvement in the industry."

In this period of hyperinflation and supply chain instability due to extraneous factors, such as COVID, Russia, or the climate change, the need for improved sufficiency and sustainability has never been greater. ***Kudos to trade organizations like NBWA and companies like Double Green for providing invaluable assistance toward achieving these critical goals.***

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[Richard M. Blau](#) leads the GrayRobinson Nationwide Alcohol Industry Team, focusing on the laws that govern the production, importation, marketing, distribution, and sale of alcohol beverages throughout America. Richard works with all levels of the alcohol industry's "three-tier system," as well as providers who are not licensees. He has represented international alcohol beverage importers and domestic manufacturers, statewide wholesaler trade groups and regional distributors, and retailers (including multistate on- and off-premises chains). Richard has achieved numerous peer-related accolades for his legal work, including **Chambers and Partners** - Nationally ranked as "Band 1" for Alcohol Beverage Law & Food Law; **Best Lawyers in America** - Nationally listed for Food and Beverage Law.