

SanTan Brewery: Creating Earthly Change through Partnership and Innovation

This leading advocate for the 'craft beer revolution' shows its community care

by Tyler Butler

▶ Since 2007, Arizona's craft can pioneers have been an agent for positive change. Originally launched in the heart of Historic Downtown Chandler, SanTan Brewery's operations grew quickly. And, through its continued dedication to innovation and partnership, the SanTan Brewing Company has been able to revolutionize its industry while keeping community at the forefront of its business.

SanTan has been a leading advocate for the "craft beer revolution." Starting in 2009, the company recognized that there was an opportunity to aid humanity while growing and diversifying its business. This approach brought the company to begin packaging its beers in cans. "We care about everything that goes into making our beer and spirits, from the ingredients to the packaging," shares Anthony Canecchia, founder and brewmaster of SanTan Brewing Company. With an annual production rate of 50,000 barrels, this change made a big impact for our environment.

In 2015, SanTan shifted its focus to reimagine what spirits could be. Recognizing an untapped opportunity, the company launched a distillery to create whiskeys, vodkas and gins. The brewery prides itself on being different from other distilleries in Arizona. Through its SanTan Tours, which are an immersive, educational look at the science and similarities of the brewing and distilling process, the company has continued to evolve and differentiate itself from other similar businesses. In fact, the company is the only combined brewery and distillery in the state.

Rooted in an ethos centered on merging craft with science to create uncommon quality and flavor, the organization has also been a valuable partner to the community during some of the most trying times. During the pandemic, SanTan Brewery was the first local brewery to pivot its product to convert more than 16,000 gallons of draft beer into 400 gallons of medical-grade hand sanitizer — called SanTanitizer.

"SanTan beers are best served fresh, so this idea struck me as a great way to repurpose and give back to our Arizona community. We wanted to do our part to help flatten the curve, save lives and get Arizona back to work," says Canecchia. Recognizing that its beer had a shelf life and that the community had needs which they could serve, the company quickly moved to pull the beer from their taps at local bars and restaurants and instead brought them to SanTan, where they converted the distilling equipment to process sanitizer. Most of this was donated to HonorHealth and the City of Chandler to aid the community when they needed it most.

It is, however, SanTan's latest endeavor that is its most ambitious. Joining countless good corporate citizens, the team at SanTan has taken on a rather lofty goal. SanTan Brewery's newest mission is to reduce its carbon dioxide emissions for



a cleaner Earth and better beer. Through a partnership with Earthly Labs, SanTan is once again innovating for a brighter future. "Pioneering climate technology only works if leaders invest in it," says Amy George, CEO of Earthly Labs.

Through SanTan's investment in an Earthly Labs system, the company is now able to recapture the carbon dioxide that is naturally produced by the fermentation of its beers. The CO₂ is then stored as a liquid and repurposed to carbonate SanTan beers. Additionally, SanTan has installed a nitrogen generator that will purify the ambient air and eliminate the use of CO₂ for purging aluminum cans, kegs and tanks at its production facility. The combined use of these two new pieces of equipment will reduce SanTan Brewing's CO₂ emissions by more than 50% per year — eliminating 500 metric tons of CO₂ that would otherwise be added to Earth's greenhouse gas emissions.

"I'm really proud to be able to take this step toward creating a more hopeful future by doing our part to reduce carbon emissions and create a cleaner environment. Earthly Labs is changing the game for our industry by giving us control over key ingredients that are good for the planet," says Canecchia.

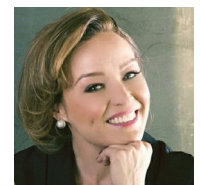
With such a rich history of giving back and in some cases paying it forward, it's no wonder that the company continues to be recognized for its superior products. Having won numerous accolades for its creations, SanTan continues to lead through innovation and dedication to excellence. ■

SanTan Brewing Company santانبrewing.com



RECYCLING CO₂?

Since the global pandemic, Earthly Labs has witnessed the effect of carbon dioxide supply chain risk in some regions, resulting in shortages, CO₂ price spikes and surge or force majeure pricing. Earthly Labs technology allows breweries to supplement CO₂ supply by capturing and using their own natural CO₂, which has fewer hydrocarbons and other impurities. earthlylabs.com



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