

SUSTAINABLE BUSINESS NETWORK

"Swapping to cans
HALVES our
packaging carbon
footprint"

Achieving B-Corp status,
lowering their carbon
footprint AND discovering a
new market opportunity!



A WIN-WIN HOP-PORTUNITY

WHO ARE CRUMBS?

A Reigate-based micro brewery with a mission to convert leftover bread into delicious beer, powered by husband and wife duo Morgan and Elaine!

They wanted to become B-Corp certified; but first, they needed to understand their environmental impact.

THEIR SUSTAINABILITY CHALLENGE

THEIR SOLUTION? A Knowledge Transfer Partnership with the University of Surrey!



STEPS TO A SOLUTION

1 Attended the CREST sustainability awards ceremony

When they discussed their aspiration to become a B-Corp with sustainability innovators from the University of Surrey, they suggested a Knowledge Transfer Partnership might be a solution!

2 Matched with a Chemistry Masters student

They were matched with a Chemistry Masters student, who used their scientific expertise to complete a Life Cycle Assessment of their business's carbon footprint.

3 A quick win!

Through this research, they discovered that they could halve the carbon footprint of their packaging by switching from glass bottles to cans. They're currently in the process of making this swap across their full range!

4 What about low-alcohol beer?

For Morgan and Elaine, this research also pointed towards an exciting new market opportunity for their business. Their novel brewing process might allow them to brew naturally low-alcohol beer, while diverting an even larger volume of bread from food waste. In fact, they're looking to use another KTP to answer this question!

HOW DID SBN HELP?

SBN strategic advisor and corporate sustainability consultant Hannah Kearthland was able to share her expert advice to support Morgan and Elaine during their B-Corp application!



"For us, SBN is a voice that is constantly championing sustainability. They were able to connect us to a supportive, like-minded network, outside our usual circle."