



Great Divide Brewing Company: Committed to craft beer and energy efficiency



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Brian Dunn, Owner of Great Divide Brewing Company

Great Divide Brewing Company in Denver, Colorado, had a great problem: business was so good that they were outgrowing their facility.

They wanted to expand so they could build a canning line, a keg line, a warehouse, a bar, and offices. They bought a 5 acre plot of land and assembled a team of energy experts, architects, engineers and consultants to build the new space with sustainability and energy efficiency in mind. The result was well worth the extra effort.

Conservation at the Core

Since 1994, Great Divide Brewing Company has served the thirsty crowds of Denver and beyond. They’ve witnessed a lot of growth in the craft beer segment and experienced success and growth with the launch of each of its 22 beers.

As far as commitment to the community and environment, their philosophy stated on their web site speaks for itself:

“Let’s do our part for the environment and run our business responsibly while giving back to our local Denver community. Whether it is donating our time, our beer, or working to brew with greener initiatives, here at Great Divide Brewing Co. we are passionate about our environmental and social responsibility.”

With that in mind, they built their new facility with the help of Xcel Energy’s Energy Design Assistance program, which provides computerized energy modeling to identify various efficiency measures available, potential costs, payback terms and rebates.

“It’s the right thing to do from an environmental and business perspective,” says Brian Dunn, Owner of Great Divide Brewing Company. “But we didn’t do anything that didn’t make fiscal sense.”



Project Snapshot

Project	Work with Energy Design Assistance program to build new brewery
Estimated project cost	\$189,700
Estimated annual energy savings	387,100 kWh
Rebate and bonus amounts	\$50,000
Demand reduction	85 kW
Payback term	5 years

New and improved

Great Divide's new production building now houses the new expanded canning and keg lines, provides grain storage and cold storage, and includes a tasting room. Many of the energy efficiency items they installed are the biggest savers, like energy efficient LED lighting and motion sensors in the warehouse and offices.

The facility takes advantage of natural light, high efficiency heating equipment, evaporative cooling for the warehouse and high efficiency refrigeration equipment.

In all, the energy efficient measures they implemented include:

- Well-insulated metal building with thermal blocks, high performance windows, and glazing with low-E coating
- Energy efficient LEDs, fluorescent lamps and an efficient lighting design that reduced the lighting power density by 50 percent
- Occupancy sensors and manual dimming to control the lights
- Make-up air units in the canning area with direct evaporative cooling, and de-stratification fans
- 95% efficient condensing furnaces with 12.1 EER cooling units to heat and cool the loading dock office and barrel storage areas
- Custom refrigeration with EC evaporator fan motors in the product storage cooler and barrel cellar
- 95% efficient condensing service water heaters

And to top off the effort, a sustainable measure in the taproom: reclaimed railroad tracks, wood barrels and wood beams from old buildings were reused throughout.

"It's important to our employees that we operate in a sustainable and energy efficient way, and I believe they take pride in working with a company that shares those ideals," says Dunn.

Next steps

They plan to keep both facilities to allow for future growth. Within the next few years, they're hoping to build a brewery next to the can line in the new building. And they're sure to consider conservation, the environment and saving money every step of the way.

If you're planning a new construction, addition or major renovation project, visit xcelenergy.com/BusinessNewConstruction or call the **Business Solutions Center** at **855.839.8862**.

