



CASE STUDY

Picaroons Traditional Ales

Location:

55 Melissa St. Fredericton, NB.

Contacts:

Sean Dunbar
506-457-9082

Products and Services:

Brewery

Date of Case Study:

March 16th 2009

Achievements

Sean Dunbar of Picaroons has been brewing some of Fredericton's favorite beer for years, and is most certainly a household name. Now though, Sean is giving us even more reason to enjoy a cold Picaroons brew; he's gone green, or should I say greener!

Picaroons is known for its traditional English ales, noted for their character and aromatic qualities, they should also be known for their minimalist approach to making a great beer. Picaroons beer has only four ingredients, no additives or fillers, only what is necessary. The waste that is produced by those four ingredients is transformed into a new resource, namely feed for sheep! Sean donates all the waste grain from the beer-making process to a local sheep farmer who uses it to feed his herd and to generate compost for his gardens. In addition to composting his organic waste, Sean also brews two certified organic beers, the Dark and Stormy Night, and the Dooryard. To be certified organic Picaroons has to abide by strict practices, they must avoid synthetic chemical inputs, such as genetically modified organisms, and purchase their grain from farmland that has been chemical-free for an average of three years to name a few.

Picaroons is already a Green Shops Silver member with 28 credits, but with the intent to create an even greener facility I am sure we will be seeing Gold by their name shortly!