

CRUMBS
BREWING



CRUMBY IMPACT REPORT 2025

BEER THAT
FIGHTS
FOOD
WASTE!



Certified



Corporation



Blimey, has another year gone?

They do say that time flies when you're having fun. We can't believe another year has passed. Welcome to the Crumbs Impact Report for 2025.

We're not going to lie, the last year has been a challenging one. Cost increases pressure us and our consumers and show little sign of easing up. That also impacts the great businesses in the hospitality sector we work with. It's been sad to see too many partners cease trading in the last year.

That makes us even more grateful for the amazing support our customers have shown us. However tough the environment, it will never stop us trying to do our best to do good stuff.

As this report shows, there's still a lot of great stuff going on and so much more we plan to do in the future.

Cheers to another year!

Morgan & Elaine

(Founders of Crumbs Brewing)

Short and sweet

Once again, our report is simple with three sections

OUR FOOTPRINT – how it's changed and why



CURRENT GOOD STUFF – how we did versus last year's plans



FUTURE GOOD PLANS – what we want to do more of



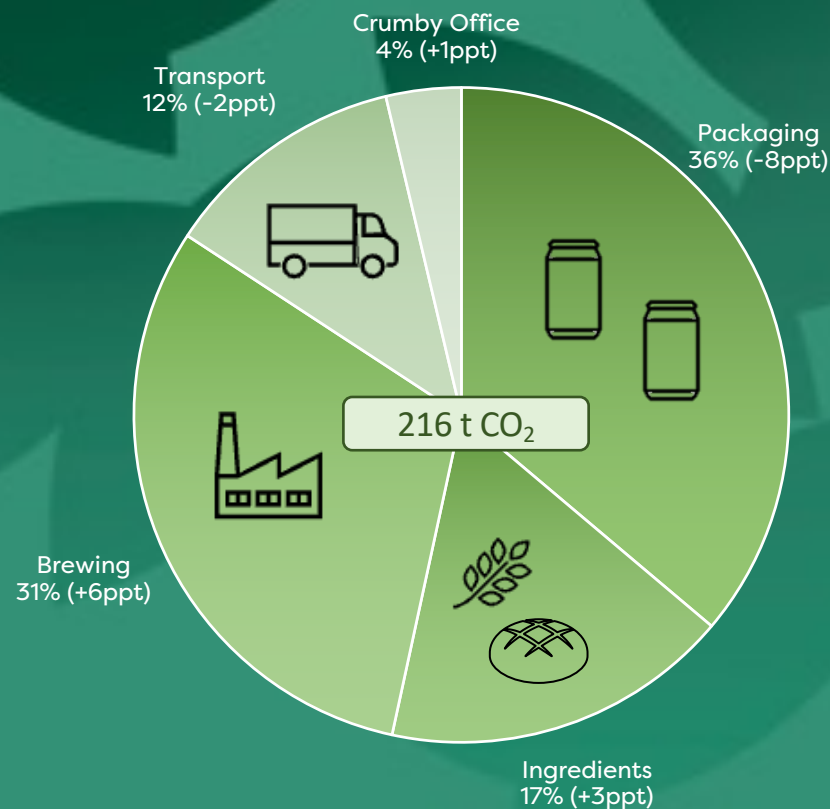
P.S. We're so convinced people never read these reports that we've hidden a discount code in the document that will give one lucky customer a one off 50% discount on any purchase in our online shop. We look forward to seeing if anyone finds it!



Our Footprint (2024)



We have reduced our carbon footprint by 20% versus 2023



We've reduced our GWP from 266 to 216 tons of CO₂ eq in 2024. Result!

As you'll hear more about in the following pages, this has been mainly driven by our change in format from glass bottles to cans.

We also electrified more of our transport network, delivering added savings.

We'll touch on it in our future plans, but this now makes our brewing practices a bigger chunk of our footprint. This will deserve some attention and improvement in 2025.

We committed to cans and we did it



Our cans not only look great, but they have a far smaller carbon footprint versus glass bottles.

This move alone removed 39 tons of CO2 eq from our footprint last year.

The change wasn't without its challenges. Some of our customers, particularly those running hotels, still believe cans aren't premium enough to be served in their properties.

We lost a contract with a Mandarin Oriental for that very reason. But for every laggard like the Mandarin there's a pioneer like the Exclusive Hotel Group, a fellow B-Corp and supporter of ours for many years. We're grateful for their dedication to doing good stuff.



We committed to more waste from more bakers and we did it



Remember, our unique ingredient not only saves an artisan product from being wasted but also reduces the carbon footprint of our operations by 10% versus the traditional methods of brewing.

We're glad to say that we've now broken the ONE MILLION slices of bread saved! And that's thick cut not thin slice ;-)

Even more positively, we continue to expand the network of bakers we collect unsold, wonky and surplus bread from.

Without compromising on the quality bar set by our first (and favourite) partner CHALK HILLS we continue to make sure the bread has meaning in our brews.



We also developed a beer with more waste in it!



One way to save more waste is to use more unsold bread in each brew. So that's exactly what we did!

In partnership with our friends at Pilgrim Brewery we developed a beer that uses 50% bread in the ingredients (versus our usual c. 25%)

The result was outstanding. Doubling the bread usage makes the brew less efficient so we roughly halved the ABV versus a typical brew. What's more, the properties of bread give the beer a great depth and mouthfeel. Something that is often missing in a lower strength brew.

UNWASTED: Twice the bread, half the alcohol, no less taste!





We continue to give 1% of turnover to good causes



We struggle a bit when brands say they give away their ‘profits’ to charity as, at least in our experience, profits can sometimes be hard to come by when you’re trying to grow a challenger brand!

Instead, we continue to keep it simple by giving away 1% of anything we sell to good causes.

With our amazing partner FOODCYCLE this means we’ve put a meal on the table for over 1000 people who need it across the UK.

Indeed, at this year's BREW//LDN beer festival look out for our ‘spiny wheel of prizes’. Instead of winning merch made in China you can ‘win’ a donation to FOODCYCLE and feed someone that needs it!



We've gone even more electric



The beauty of moving to cans not only means we reduce our footprint in terms of packaging materials but also reduces the impact of our transportation.

Shipping bottles meant we had a very small pool of couriers we could work with. With the move to cans it gave us the ability to work with couriers who offer fully electric services.

This, combined with our trusty “CRUMBLE” electric van means we have removed 11.2 tons of CO2 eq from our transportation footprint in 2024.

That's shockingly good.

What do we still
need to do?



We'll continue our journey into low and no alcohol



Our initial collab with “UNWASTED” has been a perfect trial of a unique (and delicious) approach to LOW/NO brewing. Using 50%+ waste in the brew to deliver a lower alcohol product.

We want to take this journey further.

It will not only enable us to save even more waste but also give us a greater focus on the increasingly important area of zero alcohol drinking.

We have always believed that the Crumbs brand is there to spread joy and connection while also doing something positive for the environment.

But we can't ignore the challenges alcohol can create in our society. So having great LOW and Zero alc options is an important way to support the communities in which we work.



We'll further reduce the footprint of our brewing operations



As we reduce certain elements of our carbon footprint it highlights new areas for focus.

Our brewing operations, particularly the energy and water requirements of the breweries we partner with to produce our products, represent 31% of our footprint.

One of our partners holds the key to effective reduction in this area. Hepworth Brewery have pioneered methods to reduce the impact of their operations. Including solar energy, heat pump technology and the use of reed beds to manage the impact of wastewater. They are streets ahead of many other breweries in the UK.

We commit to moving a larger proportion of our brewing activity to their facility to better benefit from their systems.



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THANK YOU

Catch you next year!

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