



Renewable Energy in Tourism Webinar Series: Cheers, A Toast to Renewable Energy Use in Breweries and Wineries

Session 1: Mandi McKay, Assistant Sustainability Director, Sierra Nevada Brewing Company

1. What specific challenges did you face in implementing renewable energy use?
2. Have there been any unforeseen advantages to using renewable energy and sustainable principles in business operations?
3. Have there been any unforeseen disadvantages to using renewable energy and sustainable principles in business operations?
4. What are some beginning steps smaller brewing operations can take towards implementing renewable energy use into their operations?
5. What has been the general reaction of customers toward renewable energy use at Sierra Nevada? How does Sierra Nevada market their renewable energy use and sustainability?
6. How much do you all emphasize renewable energy use during brewery tours? What has been the reaction?
7. Do you all work with any non-profit organizations? How does Sierra Nevada interact with the local community? What are local residents' perceptions of Sierra Nevada?
8. What are the next steps in the further "greening" of Sierra Nevada Brewing Company?
9. How can Sierra Nevada influence other brewers to adopt similar sustainable practices?
10. What are your top suggestions for a new brewing company to be more sustainable?
11. In the increasingly competitive world of craft brewing, does renewable energy use represent a marketable advantage?
12. What are the biggest challenges that Sierra Nevada faces in the coming decade?
13. Why did the EPA select Sierra Nevada as their 2010 Business of the Year?

Session 2: Kate Sherwood, Vice President of Sales, Cogenra Solar

1. What were the challenges to the implementation of Cogenra Solar technology at Sonoma Wine Company?
2. How would these challenges be different for a smaller winery or vineyard?
3. How has Sonoma Wine Company benefited from Cogenra Solar technology implementation?
4. Does Sonoma Wine Company emphasize their renewable energy use in marketing?
5. How much emphasis does Cogenra place on the wine industry as a target market?
6. What other types of tourism businesses could benefit from the use of Cogenra Solar technology?
7. What are the biggest challenges Cogenra Solar faces in the coming decade?
8. What is the optimal climate for Cogenra Solar technology implementation?
9. How can Cogenra Solar improve their existing technology? Are you all working on anything else that could benefit the beer or wine industry?



10. Do you think that there are advantages to using Cogenra Solar technology at wineries outside of saving on energy costs?
11. What are the upfront costs associated with Cogenra Solar technology implementation?
12. What is an expected return on investment for Cogenra Solar technology implementation?
13. How does the size of a winery affect the use of Cogenra Solar technology?
14. What are the trade-offs associated with using more Cogenra Solar technology?

General Discussion Questions

1. What kinds of incentives and tax credits are available to businesses for implementing renewable energy use?
2. How can business operators reduce the length of the payback period for these implementations?
3. How important is the relationship with surrounding communities when planning a brewery or winery?
4. Are there advantages in marketing your beer or wine as green?
5. Why has the sustainable beer and wine movement accelerated more on the west coast than the east coast?
6. There is a lot of talk in the tourism industry about sustainability and green certifications, is that something you have encountered or thought about being involved in?