



ANNUAL IMPACT REPORT 2024



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What We’re All About

Our Purpose:

We exist to foster human connection.

Our Mission:

We aim to be a force for good in the world through the development of industry-leading beverages and experiences.

Our Values:

*≡ CRAVE ≡
CURIOSITY*

A curious mind leads to better living.

*≡ MODERATION ≡
MATTERS*

In life as in beer, being balanced is best.

*≡ BE FOR ≡
PEOPLE*

Be inclusive. Advocate for equity. Extend respect.

*≡ MAKE IT ≡
BETTER*

Whether your work or your community, make it better. The best idea wins.

*≡ EXTEND ≡
KINDNESS*

Start with trust. No gossip. Give grace.

*≡ LEAVE ≡
A LEGACY*

Set up your successors for success.

A Message from our CEO

In 2022, we deliberately chose to add an important phrase to our Mission Statement: *to be a force for good in the world*. While this principle has always served as a guidepost, the formal adoption of this language has reinforced our commitment to making a positive impact both across our region and within the craft brewing industry.

Along with a commitment, however, comes the need for accountability. Hence the need for goal-setting and KPIs. Hence this annual report.

Within its pages, you'll discover how these interconnected efforts manifest across our various domains—from investments in our workforce and local communities, to our endless pursuit of more sustainable production practices.

Here are just a few highlights from 2024:

- Our Get Comfortable initiative was awarded the [Best Community Improvement Program](#) by the United States Chamber of Commerce at the [25th Annual Citizens Awards](#) in Washington D.C.—a program honoring companies nationwide for their leadership in solving the world's biggest challenges.
- Speaking of [Get Comfortable](#), we successfully expanded this community-driven, collaboratively-funded effort to improve 3rd grade reading proficiency into a second school after completing a successful 2-year pilot.
- We were presented the [Presidential Lifetime Achievement Award](#) by AmeriCorps, having accrued [7,571](#) service hours since formalizing an Employee Volunteer Program in 2018.
- [74%](#) of our employees accrued [2,038](#) volunteer hours last year alone, serving [141](#) unique beneficiaries.

- [44%](#) of these volunteer hours came from high-impact service opportunities. For just a snapshot, last year Creature Comforts employees assumed leadership positions on [10](#) local nonprofit boards and task forces, as well as [10](#) nationwide industrial committees—amongst them the Brewers Association, the American Society of Brewing Chemists, and the Georgia Craft Brewers Guild.
- We helped launch the [Birkley Heynen Environmental Foundation](#) in partnership with the UGA Office of Sustainability, the Odum School of Ecology, and the Athens Area Community Foundation.
- We achieved [100% renewable electricity](#) through a combination of onsite solar generation and Renewable Energy Certificate purchases.
- We modified our Reverse Osmosis water system to eliminate [6,000 gallons of water](#) waste per day.
- We incorporated a nitrogen-generator into our production processes, reducing our CO2 purchases by [25%](#).
- We outstripped our 3-year goal to reduce total Scope 1 & 2 carbon emissions by 5%—achieving a final reduction of [18%](#).

For the sake of transparency, we share both our progress and our future goals within this report, offering a deeper look into aspects of our operations not always visible to the casual observer. We hope you'll find this annual impact report both engaging and enlightening.

Here's to the next decade of incremental improvements,




Adam Beauchamp
Chief Executive Officer

About Creature Comforts



”
As you can see, history and place have become essential ingredients for any Creature landmark.”

Athens, Georgia has produced a long history of trailblazers, from the two centuries of scholars who have passed through our state’s flagship university, to the countless artists and artisans who have either found or refined their craft in the Classic City.

Given our ardent and enduring belief in the power of curiosity, not to mention our Founders’ ties to the city, we decided to adopt Athens as our home ten years ago.

Creature Comforts Brewing Company was born in the former [Snow Tire Building](#), a downtown automobile showroom and tire-shop erected in the 1940s. In order to maintain the integrity and charm of this familiar downtown landmark, we repurposed the existing wood and fixtures from the demolition process, much of which we’ve used to outfit our other facilities, coast to coast. To longtime Athenians, the space today inhabits the best of old and new.

During our first major expansion (2018), we acquired another historic site at the [Southern Mill property](#)—built in 1902—where we converted 40,000 square feet into our second, and central, production facility. Creature Headquarters now occupies a separate building within the same campus.

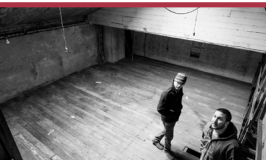
More recently, we celebrated the one-year anniversary of our Downtown Los Angeles taproom and production facility, which is located in LA’s oldest wholesale farmers market known as [City Market South](#).

As you can see, history and place have become essential ingredients for any Creature landmark.

Speaking of history, 2024 marked our 10-year anniversary. To celebrate this milestone, the city of Athens kindly commemorated April 6th as Creature Comforts Day. That same month, we were honored to receive the [Presidential Lifetime Achievement Award](#) awarded by [AmeriCorps](#), which recognizes national distinction in community service.

Between these two watershed events, you’ll find the heartbeat of Creature Comforts: a brand that is both *of* and *for* its community.

Our History



Spring 2013

Work begins on the restoration of Snow Tire, a 1940s-era warehouse space in downtown Athens, soon to be home to Creature Comforts.



April 2014

Creature Comforts opens its doors, featuring four core beers: Athena, Bibo, Reclaimed Rye, and Tropicália.



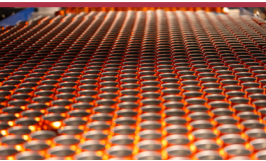
April 2014

Get Comfortable, our flagship community impact program, launches—helping channel the generosity of many toward the greatest local needs.



March 2018

Our second production facility, Southern Mill, begins operation—a 40,000 square-foot restored factory.



Summer 2019

We expand our distribution footprint throughout Georgia to include Savannah, St. Simons, and Jekyll Island.



August 2020

[We announce plans](#) to leap to the West Coast with the opening of a third production facility in the heart of LA’s Fashion District.



Spring 2021

Our market footprint crosses the first border, moving into South Carolina, beginning with Charleston and Hilton Head.



Summer 2022

Distribution extends into Tennessee, starting in Nashville.



Fall 2022

New markets multiply: Columbia, Greenville, and Chattanooga come online.



October 2023

Creature Comforts West opens its doors in Downtown Los Angeles on UGA Football’s famed Georgia-Florida weekend.



Fall 2023

Eastern Tennessee launches, starting in Knoxville. Memphis comes shortly thereafter. Creature Comforts concludes the year in 3 full states: GA, SC, and TN.



April 2024

In honor of our 10th Anniversary, “Creature Comforts Day” is established in Athens-Clarke County, to be celebrated annually on April 6th.

Community

We believe that good companies are good citizens: those who choose to invest back into the communities who support and sustain them. This commitment now sits squarely within our stated mission—to be “a force for good in the world through the development of industry-leading beverages and experiences.”

More importantly, it’s been animated, iterated, and refined over the years through the thought leadership of countless individuals, whether locally or canonically. With every altruistic activity we undertake, we hope to be good citizens, and thus good news, to the people of Athens, Georgia.

Not only generous, but data-driven in our generosity.

”

We very often fail to think as carefully about helping others as we could, mistakenly believing that applying data and rationality to a charitable endeavor robs the act of virtue.”

— WILLIAM MACASKILL
Doing Good Better



The predictability of a 1% fundraising model enabled us to transition our flagship give-back program, *Get Comfortable*, from an input-focused to an impact-focused model.

Fundraising

Whether an organization or an individual, everyone should have a plan to support the city they love. Rather than giving back only after an emergency arises, we seek to raise funds proactively and apply our resources toward consensus community priorities.

Initially, our impact fundraising came through a handful of charitable beer releases, whereby 100% of profits would be matched to agency proposals. Eventually, we decided to commit a minimum of 1% of our annual revenue to support our core Community Impact programming—thereby ensuring our philanthropic efforts are more sustainable and scalable over time.

Additionally, the predictability of a 1% fundraising model enabled us to transition our flagship give-back program, *Get Comfortable*, from an input-focused (x dollars distributed) to an impact-focused model. In other words, program success today is tied to moving a community-identified metric from x to y over a specified period of time.

Get Comfortable

2024 GOAL	PROGRESS	OVERALL GOAL
To successfully expand the literacy program into a second school location for the 2024-2025 academic term.	<div><div></div></div> 100%	Beginning in 2021, to increase the percentage of Clarke County 3rd graders reading on grade-level from 20% to 60%.



Studies show that the prevalence of early literacy has either positive or negative long-term effects: contributing to increased employment and economic development* on one hand, or predictive of poverty and incarceration** on the other.

* [Report: Building Literacy Skills Leads to Economic Growth, Every Library Institute](#)
** [The Consequences of Dropping Out of High School, Northeastern University](#)

The mission of Get Comfortable is to channel the generosity of many toward the greatest local needs.

- Generosity of Many:** In addition to the fundraising from Creature Comforts, dozens of local businesses—from power companies to doctors’ offices—coordinate their philanthropic dollars to amplify the efforts of *Get Comfortable*.
- Greatest Local Needs:** There are many things we could do to serve our community; there tends to be a shortlist of things we should do. Working alongside local leadership and needs-assessment data, we assess the highest and best use of our limited resources.

In 2021, we approached the longstanding [Get Comfortable Advisory Council](#)—a cross-sector consortium of community leaders and social services professionals—to help identify **a single area of focus** to which we could direct our resources and energy over (at least) the next 5 years, with the aim of

ACADEMIC YEAR	PERFORMANCE CATEGORY	CONTROL GROUP	STROUD COHORT
2022-2023 Δ	On Grade Level	[+] 109%	[+] 600%
	1 Grade Level Below	[+] 48%	[+] 45%
	2+ Grade Levels Below	-52%	-84%
2023-2024 Δ	On Grade Level	[+] 76%	[+] 300%
	1 Grade Level Below	-24%	-4%
	2+ Grade Levels Below	-42%	-52%

The chart above shows data from both Year 1 (2022-2023) and Year 2 (2023-2024) of our pilot program—comparing the literacy gains between the Clarke County School District’s **Control Group** and our experimental **Stroud Cohort**. Highlighted cells show the most pronounced treatment effects.

achieving a measurable impact.

Through the guidance of this Council, as well as several months of focus groups, we selected early literacy as the first, multi-year impact area, focusing specifically on 3rd grade reading proficiency as our metric of success. Altogether, **32 community stakeholders** have helped to shape this literacy intervention since its inception in 2021.

Over the next 5 years—and more, if necessary—the *Get Comfortable* campaign is committed to increasing the percentage of Clarke County 3rd graders reading at grade-level from **20% to 60%**.

Between 2022 to 2024, we conducted a pilot program at [H.B. Stroud Elementary](#), with the aim of achieving a proof of concept that we plan to subsequently roll out district-wide.

We’ve locked arms with **Books For Keeps**—a local agency committed to reducing literacy loss—to launch this Literacy Mentorship program, through which community

volunteers are recruited, trained, and matched with select 1st, 2nd, and 3rd-graders for the duration of the school year.

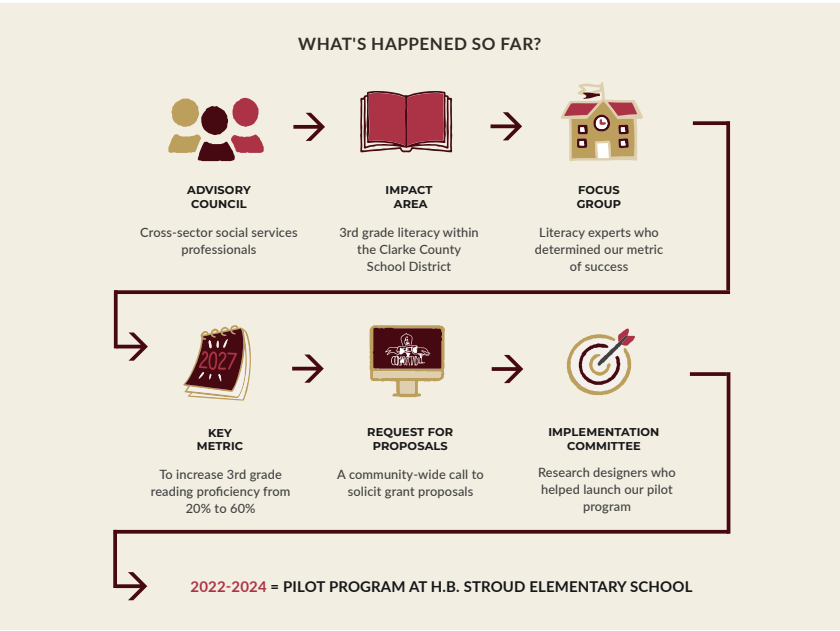
Each weekly one-on-one literacy session consists of 3rd-party-developed reading games, instruction, and activities. As a result, each participating student is exposed to an additional hour of literacy instruction every week, for a minimum dosage of **15 additional hours** of instruction over the course of the school year.

After the conclusion of this 2-year pilot, our 3rd party research team—housed at the University of Georgia—observed the following progress:

- In both Year 1 and Year 2 data, we see a pronounced treatment effect when comparing the reading gains of

our **Stroud Cohort** and the **Control Group**. (*The Control Group is composed of 2 Clarke County elementary schools comparable in demographic data, teacher-to-student ratios, reading scores, and attendance data.*)

- Particularly encouraging is that some of our greatest gains come in the **Performance Category** that is historically the most difficult to mobilize: students who began the academic term reading 2+ grade levels below their peers: e.g., we saw an **84%** reduction in this category compared to a **52%** reduction in the Control Group.
- Controlling for other student and school-level factors, Stroud 3rd graders are **37%** more likely to achieve grade-level reading proficiency relative to their non-mentored peers.



Get Comfortable has identified a crucial linchpin that has the potential to impact our community for decades to come: 3rd grade reading proficiency. They have rallied organizations and have committed time and fiscal resources to launch a very successful pilot program to address this crucial challenge. Research findings from the pilot year demonstrate the effectiveness of their approach and give us confidence that its expansion will be successful.”

— DENISE SPANGLER, PHD
Dean, UGA College of Education

Studies show that if a student has learned to read by 3rd grade, they will begin reading to learn thereafter. As such, 3rd grade reading proficiency if the single most important predictor of the earning future of each student, not to mention the economic vitality of Athens as a whole over the next 10 years. The *Get Comfortable* campaign is changing lives of students today. And in fact, has become the cornerstone of Athens-Clarke County’s workforce development plan moving forward.”

— DAVID BRADLEY
President & CEO, Athens Area Chamber of Commerce

There is nothing better than walking the halls of H.B. Stroud Elementary to find our students happily engaged in reading activities with their Literacy Mentors. We’ve witnessed profound growth in our students’ reading confidence, fluency, and comprehension. We’ve also noted that our students cannot wait each week to hang out with their mentor! The scholars and staff at Stroud are truly thankful for the community support provided by Books For Keeps through the *Get Comfortable* campaign.”

— DR. STACIE CARSON, PHD
Principal, H.B. Stroud Elementary

U.S. Chamber of Commerce Citizens Award

On October 29, 2024, the United States Chamber of Commerce announced Creature Comforts as a winner of the [25th Annual Citizens Awards](#) in Washington D.C., a long-standing program honoring companies nationwide for their leadership in solving the world’s biggest challenges.

[Get Comfortable](#) was awarded the nation’s [Best Community Improvement Program](#) for its innovative cross-sector approach to community priorities, as well as its recent gains in early literacy (see above). Some of the 8 other companies recognized at this prestigious event were Microsoft, AT&T,

Samsung, Capital One, and Southwest Airlines.

“Through its Get Comfortable initiative, Creature Comforts Brewing Company has demonstrated the power of partnerships in addressing a critical challenge facing many communities,” said [Marc DeCoursey](#), Senior Vice President of the U.S. Chamber of Commerce Foundation. “Their unwavering commitment to improving reading proficiency among young students is making a lasting difference, and we are proud to celebrate the remarkable impact this program is having on the Athens community and beyond.”

Brew for One

We are for our community and we’re for people. We’re for our city and its citizens. So we’ve devoted an impact program to each—addressing community-wide priorities and meeting individual needs.

While we unfortunately cannot say ‘yes’ to every request that comes our way, we can do for one person what we wish we could do for everyone. That is the heartbeat of [Brew For One](#).

This initiative began in late 2017 after the tragic loss of one of our beloved Creatures, [Bob Weckback](#). Since then, *Brew For One* has been employed to build shelters and buy cars, to seed college funds and to help rebuild businesses. *Brew For One*, in short, works to identify a new recipient every year and meet a pressing need.

In 2024, the story that found us came from within the University of Georgia community,

leading to the release of [Brew For One: Whale Fall](#) in October 2024

In the spring of 2024, Nik and Jennifer Heynen—board members of the coastal sustainability nonprofit, [Shell to Shore](#)—were devastated by the loss of their son, Birkley, a UGA student and Shell to Shore intern who lived out his passion for bettering marine environments. He planned to graduate in the summer of 2024 and move on to graduate school.

The beer released last fall helped launch the [Birkley Heynen Environmental Foundation](#) as a means to build a hopeful legacy out of tragedy. The BHEF will fund future students in their pursuit of professional sustainability, providing grants for start-up programming, internships, travel grants, and conferences.

Here’s to you, Birkley. Your passion lives on. A giant in this life, a blessing in the next.



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- Fenwick Broyard, Sr. Vice President of Commercial Operations, accepts the U.S. Chamber of Commerce’s Best Community Improvement Program award in D.C.
- 02
- Brew For One: Whale Fall, benefitting the Birkley Heynen Environmental Foundation, was released in October of 2024.
- 03
- Nik Heynen, Birkley’s father, volunteering at Shell to Shore in honor of his son.



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- 01
- The 2024 release of Table Beer in support of the Giving Kitchen.
- 02
- Our Taproom coordinated a relief supplies drive in conjunction with Hearts With Hands Asheville where clothes were transferred from Athens to Asheville in early December.
- 03
- Creature Comforts hosted an emergency blood drive in the wake of Hurricane Helene.

Giving Kitchen

We remain proud champions for [Giving Kitchen](#), a Georgia-based—but national in scope—organization that provides emergency assistance to service industry workers in crisis.

This year, we again released [Table Beer](#), a Belgian-style pale ale, committing 100% of its profits to support the ongoing crisis-management work of Giving Kitchen in Georgia and beyond.

Hurricane Helene Relief

In late September, the South was hit by a devastating hurricane—one of the more significant disasters our region has experienced in recent decades, leaving nearly 500 miles of devastation.

While Athens was mostly spared from any major damage from Hurricane Helene, other communities across Georgia and our neighboring states were not as fortunate.

Within 48 hours of these events, we were inundated with both requests for help and offers to assist. Because it can be overwhelming to know what constitutes an impactful contribution in the wake of such widespread devastation, it took our Community Impact Department weeks to identify high-impact opportunities that matched our abilities to serve.

Between October and December, here’s an overview of how the company aligned its resources with ongoing recovery efforts:

- Our Snow Tire Taproom directed its patrons to donate directly to the Western North Carolina Disaster Relief Fund, stewarded by the [Community Foundation of Henderson County](#) via QR code and cash tips.

- Additionally, our Taproom coordinated a relief supplies drive in conjunction with [Hearts With Hands Asheville](#). Nonperishable foods, diapers, water, and warm clothes were transferred from Athens to Asheville in early December.
- Given the emergency-level national blood shortage [announced in early fall 2024](#), in addition to the 2,500+ blood drives that were canceled throughout the South in the wake of Helene, a call for blood drives across stable communities became a high priority. On December 10, Creature was able to answer that call—donating **22** units and saving **66** lives in the process.
- The January 20, 2025 MLK Day of Service—already a company holiday set aside for coordinated volunteer projects—has been dedicated to transporting dozens of Creatures to service sites across Helene-impacted areas.
- In November, Creature Comforts Production connected with affected Western North Carolina breweries to offer our support. One of the resulting partnerships was the opportunity to donate some of our barrel-aged beer stock to Asheville-based [Burial Beer Co.](#) for a collaboration project called [For Memories We Made Together in Asheville, Vol. I](#). This beer release helped fund Burial’s [Manifest Eternity](#) program, which will help struggling WNC breweries rebuild in the coming year.

Strategic Partnerships



Being headquartered within a mile of an R1 university means there are ample opportunities for mutually beneficial partnerships. Over the years, Creature Comforts has aligned with the University of Georgia in a variety of ways—through its [Bee Program](#) for honey access, its [Office of Sustainability](#) for internships, and its [Alumni Association](#) for collaborative storytelling, among many others.

Beyond UGA, however, we enjoy fruitful relationships with our national Brewers Association, the Athens Area Community Foundation, Chamber of Commerce, Rotary Chapters, and others.

Here are some of the 2024 partnership highlights:

01. UGA College of Agriculture & Environmental Science

We teamed up with [Dr. Mohamed Mergoum](#) in UGA's College of Agricultural & Environmental Sciences (CAES) to co-create the recipe for the [2024 Get Comfortable IPA](#). The 2024 release—a rare 'wheated IPA'—utilized a proprietary wheat strain developed at [UGA's Griffin Campus](#) as a high-yielding, disease-resistant variety adapted to Southern growing conditions. In addition to using this unique CAES collaboration to promote the work of Get Comfortable to a wider audience, its recipe utilized a more sustainable wheat variety, introducing the possibility of incorporating more local grains into future recipe development.

02. UGA College of Public Health and Terry College of Business

UGA faculty members, [Dr. Grace Bagwell-Adams](#) (College of Public Health) and [Dr. Jessica Rodell](#) (Terry College of Business) both sit on the Get Comfortable program's Advisory Council and [Implementation Committee](#). Additionally, Dr. Rodell works closely with Creature Comforts' annual Employee Engagement Survey design and third-party analysis.

03. Mary Frances Early College of Education

We are working with the [Mary Frances Early College of Education](#) to co-create a [Freshman Year Odyssey](#) seminar wherein we'd incorporate UGA students into the Get Comfortable literacy intervention program for course credit.

04. UGA Department of Geography, UGArden, and Odum School of Ecology

The aforementioned [Brew For One: Whale Fall](#) was created in collaboration with

[Dr. Nik Heynen](#), a faculty member in UGA's Department of Geography, as well as [Shell to Shore](#) campus partners, [UGArden](#) and the [Odum School of Ecology](#).

05. UGA School of Public & International Affairs

UGA's [School of Public & International Affairs](#) helped us initiate our first-ever Community Impact Internship through its Masters of Public Administration (MPA) program—an internship now shared with the Master of Social Work (MSW) program, which is housed within UGA's [School of Social Work](#).

06. UGA Odum School of Ecology

Our Director of Sustainability, [Jacob Yarbrough](#), was invited to join the esteemed [Dean's Advisory Council](#) at the [Odum School of Ecology](#) based upon his ongoing advancement in industry-leading sustainability practices, as well as investment into the next generation of local practitioners.

07. UGA Speaking Engagements

Matt Stevens, our Sr. Director of Community Impact, was invited to speak on the UGA campus on several occasions in 2024: providing lectures to [Dr. Neil Bendle's](#) Sustainability in Business courses, serving as the keynote for the [Atlas Business Society](#), and presenting at the [Delta Innovation Hub](#) for a [Conscious Capitalism](#) workshop.

08. Athens Area Community Foundation

In April 2024, we co-produced a screening of [UnCharitable](#) alongside the [Athens Area Community Foundation](#) at a local arthouse cinema. Given the film's profound

implications on the future of corporate philanthropy, we organized a post-film panel discussion in our taproom between local nonprofit leadership and needs-assessment data analysts.

09. Clayton State University

In June 2024, we presented on the benefits of public-private partnerships at [Clayton State University's](#) annual [Social Mobility Summit](#).

10. Brewers Association

The [Brewers Association](#) is the international craft brewing industry's consortium for advocacy, development, and continuing education. Presently, the following Creatures sit in positions of leadership within the BA:

- [Adam Beauchamp](#) (CEO): Co-Chair, Sustainability Sub-Committee
- [Caitlin Wilson](#) (Director of Packaging & Maintenance): Safety Sub-Committee
- [Chris Herron](#) (Co-Founder): Vice Chair, Brewers Association
- [Fenwick Broyard](#) (Sr. VP of Commercial Operations): DEI Sub-Committee
- [Jacob Yarbrough](#) (Director of Sustainability): Sustainability Sub-Committee
- [Matt Linske](#) (Quality Lab Manager): Quality Sub-Committee

11. Aarhus Together Beer Festival

In November, [Blake Tyers](#) and [Matt Stevens](#) traveled to Aarhus, Denmark to Stepping Stone Brewing's [Aarhus Together Beer Festival](#). Beyond the festival activities, Creature Comforts led a workshop on best practices in corporate philanthropy for all attending European breweries.



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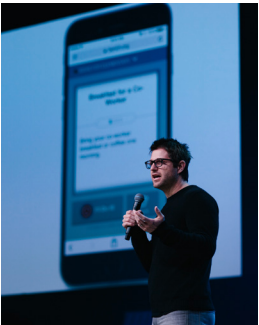
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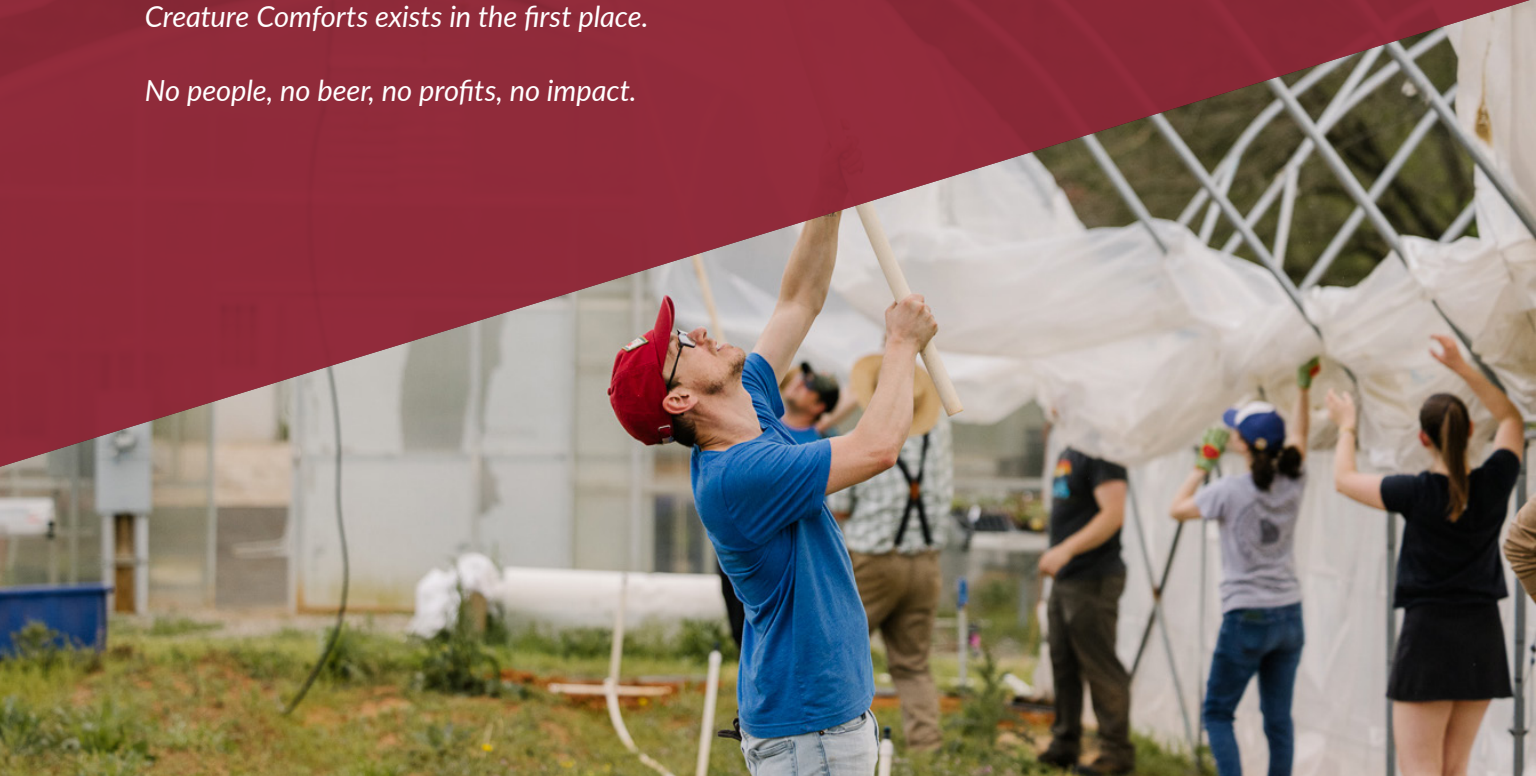
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Workers

The average American employee spends 80,000 hours of their lives at work—contributing an incalculable amount of their energy, creativity, sweat, and heart to help their organization stand out in an increasingly noisy world.

Therefore, great companies work hard to discover new and meaningful ways to invest back into the people who help it succeed and grow. In the end, our Creatures are the reason Creature Comforts exists in the first place.

No people, no beer, no profits, no impact.



Culture

2024 GOAL	PROGRESS
To increase our career development score from 59% to 70% by December 31, 2024.	<div><div></div></div> 100%

At Creature Comforts, we seek to promote a culture where all are welcomed and where anyone can thrive. Our Purpose and Values aren't intended to simply live on the wall, but to be tools in our hands—ideas that are promoted, reinforced, and ultimately reflected in the daily attitudes of every team.

After all, if we can create more fulfilling jobs, impact our communities in more effective ways, and produce our beer more sustainably than others, then not only should we grow, we must grow. And as we do, we must continue to attract the sort of talent that seeks to participate in the culture we promote here at Creature Comforts.

This year, we welcomed 30 new 'Creatures' onto the crew, representing expansion for every major department: Finance & Accounting, Brewing, Packaging, Quality Control, Taproom, Marketing, and Sales.

In pursuit of a culture of accountability, we implemented the following improvements over the course of 2024:

- We instituted a more active social calendar, whereby we set aside resources not only for monthly company excursions—aka "Creatures of the Night"—but we redoubled our investment in specific team outings as a means to foster social cohesion amongst every department, as well. From rock concerts to Atlanta Braves games to duckpin bowling, our Creatures logged more time outside of business hours than ever before.

- Our Human Resources Department maintained the #NotMe tool, an anonymous reporting app for all employees and taproom guests, which creates channels of confidential communication in the event of misconduct.
- We widened the participant list of our People First cross-functional team, charged both to achieve KPIs to increase employee satisfaction—as measured through our annual Employee Engagement Survey—but also to serve as a monthly opportunity to crowdsource ways to improve our employee experience.

At the close of 2024, we once again administered an Employee Engagement Survey with the support of Dr. Jessica Rodell, William Harry Willson Distinguished Chair at the UGA Terry College of Business. This anonymous opportunity to provide feedback and insight into their work experiences was accepted by 101 of our 116 employees—representing 87% of the company.

Dr. Rodell provided the analysis and recommendations, which will be presented to the entire company at our first quarterly all-staff meeting in January 2025.



“A company should be measured by the culture it creates. Despite what its advertising may boast, it is what is inspired in the life of its people that is the most important indicator of how noble a venture that company may be.”

— STEPHEN MANSFIELD
The Search for God and Guinness

Diversity & Inclusion

2024 GOAL	PROGRESS
To promote the Brewery-in-Planning Residency Program at 3 strategic industry events by December 31, 2024.	<div><div></div></div> 100%

Creature Comforts welcomes everyone regardless of age, race, ethnicity, socioeconomic status, sexual orientation, religious belief, or gender identity. We're committed to maintaining a workplace in which all employees have an opportunity to contribute to the success of the business and are valued for their skills, experience, and perspective. We are extremely proud to call each of our employees a "Creature." And we believe Creature Comforts attracts some of the best in the industry.

Diversity & Inclusion Feature: Our Culture Brewing

For years, we've offered long-term pro bono consulting services for Athens and Atlanta-area nonprofits and businesses—the most pronounced of which now being 2023's [Brewery-in-Planning Residency](#), which we launched in tandem with [Our Culture Brewing](#) (OCB), a Black-owned brewery-in-planning set to be headquartered in Atlanta.

Over the course of 2024, we maintained this unique relationship with OCB. [Isaiah Smith](#), future CEO of OCB, remains our Director of Supply Chain, providing him a long-term opportunity to contribute to the everyday success of Creature Comforts while undertaking an intensive, on-the-job apprenticeship as OCB prepares to open its doors in the coming years.

Additionally, Creature Comforts and Our Culture collaborated on two beer releases this year. The first was the return of [Seeds Take Up the Soil](#). This sweet potato ale was brewed using the fall harvest from [Sundance Farm](#), located 20 miles north of Athens, highlighting the agricultural significance of this vegetable—and its distant relative, the yam—to both Southern and African culture.

For the second OCB collaboration, [Harvest & Bloom](#), we selected local honey and wheat as a symbolic reminder that, once we are able to take up nutrients and bear fruit, our fruit can nourish others and provide for the community.

Our Brewery-in-Planning Residency was featured as a seminar presentation during the [2024 Craft Brewers Conference](#). The workshop, titled [Redefining Collaboration](#), offered a playbook to other mid- to large-scale breweries on replicating the program as a means to increase the equity within the craft brewing industry. A similar version of this presentation was also shared at June's [Crafted For Action Conference](#) in Atlanta, as well as August's [Barrel & Flow](#) in Pittsburgh, America's largest Black arts and beer festival.



Employee Volunteer Program

2024 GOAL	PROGRESS
To accrue 50,000 weighted service points by December 31, 2024.	<div><div></div></div> 100%

As important as it is to leverage our philanthropic resources as an organization, it is equally critical to motivate our people to serve within their community—behaving not just as passive residents, but as engaged citizens.

EVP 2024

To most effectively match our people with impactful service opportunities, we begin each year by administering an [internal interest survey](#), wherein we seek to understand our employees' existing service habits so that we can organize volunteer efforts that cater to their availability and interests.

We then launch into a robust Employee Volunteer Program, with the goal of making serving simple—creating an average of [2 service opportunities every month](#) throughout the year, some designed as all-company projects, the majority tailored to specific departments.

With the help of our [Community & Culture Ambassadors](#)—a 12-person cross-functional committee charged both to ideate on future service opportunities and to promote confirmed projects—we completed [31 service projects](#) in 2024, including our participation in the Athens-Clarke County [MLK Day of Service](#), as well as leveraging [National Good Neighbor Day](#) (September 28) as an opportunity to coordinate [5 projects](#) in the [4 states](#) where we currently have a presence: Georgia, Tennessee, South Carolina, and California.

Altogether, Creatures served [2,038 hours](#) at a total of [141](#) unique beneficiaries in 2024 alone: a combination of nonprofits, corporate consultations, and long-term mentorships. [91](#) individual employees—[74%](#) of our total 2024 headcount—dedicated time in 2024 to serve their communities.

EVP 2025

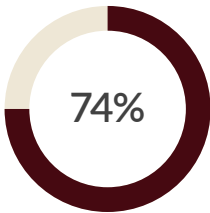
As we look to build upon the momentum of our Employee Volunteer Program, in 2024 our aim was to mobilize more Creatures into high-impact service opportunities. Just as we aspire to balance how meaningful our financial philanthropy is with how impactful, so too must we strike this balance in our employee volunteer efforts.

To do so, we looked to thought leaders like [Effective Altruism](#) and [Points of Light](#) to determine a method by which we might categorize volunteerism, ultimately assigning weighted point values to [traditional](#) and [pro bono](#) service hours.

What we discovered is that this balanced approach created service gains of every type. In 2024, we saw increases in [serving percentage](#)—how many Creatures served over the course of the year—our [federal Value of Volunteerism](#), our [beneficiary count](#), and our [hour tallies](#) overall, not to mention the desired spike in high-impact (*pro bono*) volunteerism.

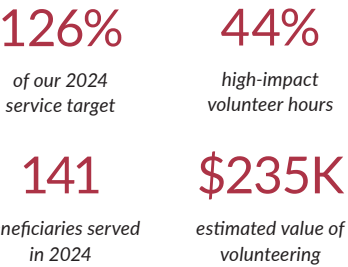
Given the success of this framework, we are looking to raise the same bar in 2025, aiming at a [60,000 service point](#) tally, which would represent a [16% increase](#).

In 2024, we organized 31 unique service projects to make serving simple for our employees.



of our total 2024 headcount (85 individuals) dedicated time in 2024 to serve their communities.

A closer look at our company's service hours



Service projects were hosted in the 4 states we currently have a presence: GA, TN, SC, and CA.



01



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- 01
- Creature was awarded the Presidential Lifetime Achievement Award for demonstrating over 4,000 volunteer hours over the course of our existence.
- 02
- Creature employee volunteering during the annual MLK Day of Service in Athens.
- 03
- The Creature Comforts house-band, known as The Lo-Fills, perform at the Georgia Theatre.

Presidential Lifetime Achievement Award

On April 12, representatives from AmeriCorps made their way to Athens to present our Founders the Presidential Lifetime Achievement Award, eligible to organizations who can demonstrate a minimum of 4,000 volunteer hours accrued over the course of their existence.

At the close of 2024, our employees have collectively accumulated **7,246** hours.

Paraphrasing Stephen Mansfield's preface cited above, Creature Comforts will only ever be as good as its Creatures. We're so proud of each of these engaged citizens and are honored to call the Classic City home.

You've been so, so good to us, Athens. We hope to forever return the favor.

Employee Benefits

Our employees are the heart of Creature Comforts, and it's our mission and privilege to create a supportive environment that values their tenacity and dedication to our brand. As a company, we are committed to promoting a healthy, high-functioning lifestyle, and we think our comprehensive benefits package and unique perks underscore this aspiration.

- ➔

401K matching
- ➔

80% coverage of Medical premiums
- ➔

100% coverage of Dental & Vision premiums
- ➔

100% coverage of Basic Life Insurance
- ➔

Short-term and long-term disability coverage
- ➔

Accident insurance
- ➔

Discounted pet insurance
- ➔

Flexible Savings Accounts
- ➔

Dependent Care Savings Accounts
- ➔

Accrued Paid Time Off (PTO) for all full-time & part-time employees
- ➔

24 hours of Volunteer Time Off (VTO) annually for all employees
- ➔

Sick time off for all employees
- ➔

12 weeks of family & medical leave
- ➔

12 weeks of parental leave
- ➔

Bereavement leave
- ➔

7 company-wide holidays
- ➔

Unlimited teletherapy and telemedicine sessions—for full-time & part-time employees—through HealthJoy
- ➔

Employee Assistance Program, which offers counseling sessions transferable to a spouse, partner, or child
- ➔

Free financial literacy education and tools through SmartDollar
- ➔

Free professional development through GiANT
- ➔

Monthly company-provided Athens Farmers Market tokens
- ➔

Monthly beer allocations per employee, including limited-release cans and bottles
- ➔

Educational assistance program

Safety & Compliance

2028 GOAL	PROGRESS
Become the first brewery in Georgia to achieve OSHA's SHARP Award for exemplary health and safety practices.	<div><div></div></div> 75%

The safety of our workers is of the utmost importance to us. As such, we believe it is crucial that we continually inspect and critique the spaces that our employees occupy.

In order to maximize safe protocols, we receive biannual inspections from the Georgia Department of Agriculture. We also voluntarily invite outside organizations, including the Georgia Tech Department of Health & Safety, to audit our facility to ensure we exceed OSHA and FDA standards.

As we continue to grow and innovate our production practices, we will continue to incorporate health audits into our rhythms. Notably, next year we foresee re-testing the sound levels and air quality of our Southern Mill facility.

As per usual, we maintain the following safety protocols in our facilities:

Elevated work surfaces protocol, resources, and training to ensure every production employee is certified to access building points higher than 24 feet. This includes large tanks and machinery utilized in the brewing process.

Confined space training and certification for employees accessing small spaces, such as tanks and hop cannons.

We've made audiometric testing an annual safety protocol, ensuring production staff are informed about the state of their hearing.

We broadened our #NotMe anonymous reporting system to include safety and compliance infractions.

- 04
- Director of Packaging & Maintenance, Caitlin Wilson, continues to grow and innovate our production practices. In 2025, we will continue to incorporate health audits into our rhythms. Notably, next year we foresee testing the sound levels and air quality of our Southern Mill facility.
- 05
- To ensure safety on the brewing floor, all employees receive confined space training and certification for accessing small spaces, such as tanks and cannons.



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Sustainability

Sustainable business practices have never been more important than they are today. For Creature Comforts, our dedication to ecologically friendly procedures is critical to how we operate. We're on a mission to be at the forefront of sustainability innovations in craft beer so that we may serve as change agents within the industry.

Our values permeate the way we approach every aspect of business, and sustainability is no different. Chiefly, we perceive our values to **Make It Better** and **Leave A Legacy** as integral to more sustainable business practices.



”

The greatest threat to our planet is the belief that someone else will save it.

— ROBERT SWAN
Explorer, speaker, environmental advocate

Water

2024 GOAL	PROGRESS
To utilize fewer than 5.0 barrels (BBLs) of water for every 1.0 BBL of beer packaged.	We were able to reduce TOTAL water usage to 5.08 BBLs. A small miss. However, our primary production facility, Southern Mill, successfully achieved 4.87 BBLs of water used per 1 BBL of packaged beer.



We constantly monitor our production processes and systems, always seeking sustainability gains. Sub-metering our workflow is one way to help us analyze, problem-solve, and refine our processes.

One of the biggest changes we've made this year was the installation of a **3-way valve** in our production facility in order to increase the efficiency of our reverse osmosis skid. Reverse osmosis is a process that forces water movement from an area of low concentration to one of high concentration through a semi-permeable membrane. This process helps to purify the water we use to make our beer.

By sub-metering our facility, we learned that the reverse osmosis skid was cycling frequently—up to 100 times per day. Since every cycle requires nearly 80 gallons of rinse water, on heavy brew days we realized our system was using nearly 8,000 gallons of rinse water per day!

The modification to the system included installation of a 3-way valve on the collection vessel, which sent the water directly where it was needed, rather than cycling every five minutes.

Since this adjustment, we have been able to verify that the change works as intended:

- We've gone from **100** rinse cycles a day to just **12**.
- We reduced our rise water cycles from **8,000** gallons to **1,000** gallons per day.
- This modification cost around **\$4,000** to complete, but should save Creature Comforts around a million gallons of water annually.



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- 01
- Our quality team is now able to recycle a significant portion of their waste materials, like grain bags, instead of sending everything to the landfill.
- 02
- Breweries tend to have a high total diversion rate naturally, hence our decision to refocus our future waste reduction goals on 'controllable' diversion.
- 03
- In 2024, our primary production facility achieved a 99.6% diversion rate, with less than 0.3% of the waste material generated across our operations heading to a landfill.

Waste

2024 GOAL	PROGRESS
To maintain a 99% diversion rate, ensuring that < 1% of total waste goes to landfill.	<div><div></div></div> 100%

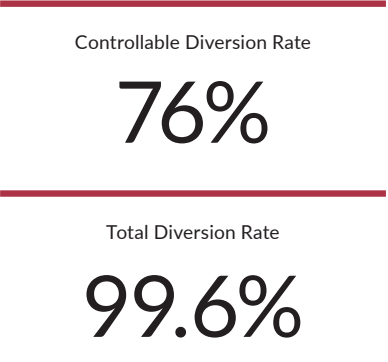
Large-scale production facilities are often known for producing large-scale waste. We want to be a different kind of company. While producing waste is inevitable, we choose to prioritize activities that reduce waste throughout our system lifecycle. Actions we're currently taking to achieve our waste reduction goals include:

- Providing additional training and information for employees, including a dedicated internal messaging channel just for asking questions about best practices in waste management.
- Seeking new recycling streams for materials generated on-site. Our quality team is now able to recycle a significant portion of their waste materials, instead of sending everything to the landfill.
- Placing an emphasis on “controllable diversion rate.” A company’s diversion rate describes what percentage of its total waste gets ‘diverted’ from landfills. The brewing industry tends to have high diversion rates, by default, because the top waste product by weight—spent grain—has a very useful second life as a supplement to cattle feed. By contrast, our controllable diversion rate will exclude spent grain totals to focus on the waste materials that our employees actively engage with and dispose of. Our current controllable diversion rate is 76%. We'll be targeting a 90% controllable reduction target in 2025.
- Partnering with a water treatment system, which retrieves the waste water from our production facility two times per week. This water—considered waste

because it contains leftover yeast and malt—can be dangerous to ecosystems for its potential to grow bacteria, potentially leading to fish kills. Our water treatment system repurposes our water by delivering it to local farms, where it is used as fertilizer for hay and grasses.

These diversion practices, along with others in past years, grant us the TRUE (Total Resource Use and Efficiency) Silver-Level Certification for our Southern Mill facility’s zero waste efforts. Administered by Green Business Certification, TRUE helps facilities measure, improve, and recognize zero waste performance by encouraging the adoption of sustainable waste management and reduction practices, which contribute to positive environmental, health, and economic outcomes.

In 2024, our primary production facility achieved a 99.6% diversion rate, with less than 0.3% of the waste material generated across our operations heading to a landfill.



Greenhouse Gas

2024 GOAL	PROGRESS
To reduce CO2 emissions to 40.0 lbs of CO2e per 1.0 barrel of packaged beer.	<div><div></div></div> 100%

This year, we successfully reduced our Scope 1 and Scope 2 emissions from 70 lbs to just 33 lbs per barrel—outstripping a 3-year reduction target by 3x—and transitioning to 100% renewable electricity along the way. We achieved this lofty goal through a combination of onsite solar power generation and the purchase of Renewable Energy Certificates (RECs).

As a reminder, carbon dioxide is the greenhouse gas. Mitigating as much CO2 production that we can is vital to the protection of our atmosphere. Therefore, the installation of a nitrogen generator at our Southern Mill facility is another

important innovation we introduced to our production model in 2024 to reduce the output of greenhouse gases. This generator converts air into nitrogen by forcing compressed air through a filtration medium, which has effectively reduced our CO2 usage by 25% in 2024. We hope to expand this practice into other facets of production in the coming year.

Having significantly lowered our Scope 1 and Scope 2 emissions, we next plan to focus on lowering Scope 3 emissions—i.e., value chain emissions—in 2025, partnering with Georgia Tech’s MBA Program for research, recommendation, and development.

Focus on Locality

Sustainability means more than just tracking KPIs and improving operational efficiency. We believe it’s our company’s responsibility to build local partnerships, which is critical to creating a sustainable future.

In 2024, Creature Comforts maintained the responsibility of clearing the litter around our local exit ramps via Athens-Clarke County’s Adopt-A-Highway program. Quarterly, Creature employees head out to the ramps and pick up litter and other discarded contaminants.

Sustainability has become crucial to our relationship with UGA Athletics as well. Last fall, we began selling our flagship beers—Classic City Lager, Tropicalia, and Sip ‘Em Seltzer—inside Sanford Stadium, one of the country’s largest venues.

A negative externality of this partnership is that cans bearing our logo often end up discarded in the stadium and in the streets around town after football games. As such, Creature Comforts has instituted an in-stadium Litter Prevention Squad in partnership with UGA’s Office of Sustainability as a means to mitigate gameday waste.



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- 04
- Jacob Yarbrough, Director of Sustainability, poses near the nitrogen generator at our Southern Mill facility.
- 05
- Each quarter, Creatures pick up litter and other discarded contaminants in partnership with the Adopt-A-Highway Program.
- 06
- After 95 years of operation, Sanford Stadium introduced onsite alcohol sales in the fall of 2024.
- 07
- We've instituted an in-stadium Litter Prevention Squad as a means to mitigate gameday waste.

Conclusion: A Decade of Gratitude

Dear Creature Comforts Community,

When we started Creature Comforts ten years ago, it was built upon a few simple yet profound commitments:

- To create the sort of company we'd always be proud to work for.
- To craft the finest beer in our industry.
- And to make Athens, GA a better community because we're here.

For the past decade, we've pursued these ideals with passion and determination. And while there's much still to achieve, we believe that progress deserves celebration even as we recommit to the work ahead.

As Adam Beauchamp said so well at the top of this report, we aspire to be "a force for good in the world." And this report reflects the impact we're making toward that end. Yet, there's a deeper purpose at the heart of everything you've just read—the very reason Creature Comforts was founded in the first place.

The purpose of the Creature Comforts Brewing Company is to foster human connection. That is why we exist, and that is why we brew beer.

It is our honor to carry on the timeless role beer has played in bringing people together.

We believe that few things lower barriers and build bridges like sharing a drink with friends and strangers alike. Our hope is that every time a customer enjoys our beer, they're also sharing a bit of themselves—deepening relationships, elevating experiences, and discovering new common ground.

So whether you're welcoming a new neighbor with a six-pack of Tropicália or celebrating a victory alongside 90,000 fans and a Classic City Lager, our call to action remains the same: to connect with other humans while sharing the Creature Comforts of life.

Human connection, in the end, is the greatest "force for good" we can unleash upon the world.

And so we close as we began: By raising a glass to every partner in this journey—to each distributor, retailer, community partner, customer, and fan who helps bring our purpose to life. You, too, are Creature Comforts; you are all fellow "Creatures."

Thank you, and cheers to the start of our next decade together.



Fenwick Broyard

Fenwick Broyard
Senior Vice President of Commercial Operations



