



ANNUAL IMPACT REPORT
2025

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WELCOME

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.

As you'll read below, we at Creature Comforts believe healthy communities don't happen by accident. They're built—by people who show up for one another, contribute their time and talent, and invest in the places they call home. Our purpose is to foster human connection—and that work starts right here, in our own communities.

We also believe companies have a role to play in that work.

The question we ask ourselves each year is simple: where can we make the most meaningful difference with the resources we have—while staying true to who we are? In 2025, we focused our efforts where we think we can add the most value: supporting our people, strengthening our local communities, and reducing the footprint of how we make beer.

As always, we learned a lot—what worked, what we can do better, and where we need to keep listening. And with any commitment comes responsibility: to be transparent about what we did, what it took, and what we'll improve next.

Here are just a few highlights from 2025:

- Our [Get Comfortable](#) literacy initiative—recognized by the U.S. Chamber of Commerce as the nation's [Best Community Improvement Program](#)—returned to Washington, D.C., where we had the honor of awarding FedEx as the 2025 recipient.
- We completed our first post-pilot year serving two local elementary schools, and saw on-grade-level reading gains in our cohort that outpaced the control group by an average of [295%](#).
- Through [Brew For One](#), we invested in the [Michael James Jackson Foundation](#) to help advance technical education and career growth for People of Color in brewing and distilling.
- We built on our [Presidential Lifetime Achievement Award](#), reaching [9,182](#) total volunteer hours since launching our Employee Volunteer Program in 2018.
- In 2025, [68%](#) of our employees contributed [1,936](#) volunteer hours, serving [95](#) unique beneficiaries, and increasing our high-impact pro bono service hours by [15%](#).
- We maintained [100%](#) renewable electricity at both production facilities through on site solar generation and Renewable Energy Certificates (RECs).
- Our downtown Snow Tire production facility earned [TRUE Zero Waste certification \(GOLD\)](#), diverting [98.4%](#) of waste from landfills.
- We added a nitrogen generator to our production process, reducing year-over-year CO₂ purchases by [30%](#).
- And despite increasing beer production by [11.6%](#), we reduced water usage year-over-year by [9.5%](#)—saving more than [one million](#) gallons while we grew.
- This annual report offers a deeper look at these efforts—and others that aren't always visible to the casual consumer. We hope you'll find it both enlightening and engaging.

Here's to another year of steady, meaningful progress,



A handwritten signature in blue ink that reads "Adam Beauchamp".

Adam Beauchamp
Chief Executive Officer

PURPOSE:

We exist to foster human connection.

MISSION:

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

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.*

=MASTER=
YOUR CRAFT

*Commit to excellence.
Take pride in
all you do.*

=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.*

ABOUT CREATURE COMFORTS

Since the 18th century, Athens has produced a long line of trailblazers, from the two centuries of scholars who have come through the University of Georgia, to the countless artists and artisans who have either discovered or refined their craft here in the Classic City. Given our enduring belief in the power of curiosity, not to mention our founders' unique ties to the city, we decided to adopt Athens as our home 12 years ago.



[Creature Comforts Brewing Company](#) was launched in 2014 out of the historic [Snow Tire Building](#), originally a downtown automobile showroom erected in the late 1940s.

To maintain the personality of this iconic downtown landmark, we reclaimed the existing wood and fixtures during demolition, much of which we reinstalled and highlighted throughout the facility—in our bar tops and taproom furniture, for example.

To longtime Athenians, the space today inhabits [the best of old and new](#).

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

In the summer of 2025, we expanded into a second packaging facility, in what had been the longtime home of

the [Food Bank of Northeast Georgia](#). The 'Beer Bank,' as we lovingly call it today, sits across the street from the rebuilt and vastly expanded Food Bank, providing our production team significant room to scale up, and spread out, its operations.

In terms of community impact—which is, of course, the thesis of this report—each space we build ultimately becomes the locus of activity for every philanthropic activity you'll read about below.

After all, our physical locations are an ever-present but overlooked resource for community investment.

OUR HISTORY



January 2013

Work begins on restoring [Snow Tire](#), a 1940s-era warehouse space in downtown Athens—soon to become the home of Creature Comforts.



April 2014

We open our doors on [Twilight Weekend](#), featuring four core beers: Athena, Bibo, Reclaimed Rye, and Tropicália.



June 2018

Our second production facility, [Southern Mill](#), begins operation—a [40,000 square foot restored factory](#), dramatically increasing production capacity and efficiency.



June 2019

We expand our distribution footprint beyond Metro Atlanta to include [Savannah](#), St. Simons, and Jekyll Island.



April 2021

Our market footprint crosses the first border, moving into South Carolina, beginning with [Charleston](#).



July 2022

Distribution extends into Tennessee, starting in [Nashville](#).



[New markets multiply](#): Columbia, Greenville, and Chattanooga come online.



Tennessee launches, starting in [Knoxville](#). Memphis follows. Creature Comforts concludes the year in 3 full states: GA, SC, TN.



April 2024

"[Creature Comforts Day](#)" is established by Athens-Clarke County during our 10th anniversary celebration—to be celebrated annually on April 6th.



May 2025

Creature Comforts graduates from a brewery to a beverage company, releasing its first ever non-beer: a vodka seltzer line known as [Sun Glow](#).



July 2025

The spirit evolution continues, with the release of on site cocktail service in our taproom, plus the grand opening of our [Cura](#) cocktail concept.



August 2025

Creature Comforts launches its [first commercial spirit](#): [Glory Glory](#) bourbon. All Georgians rejoice. [London Dry Gin](#) and [Coffee Liqueur](#) soon follow.

COMMUNITY

We believe that good citizens are good news to their communities. And we believe that good companies are good citizens. This commitment sits squarely within the Creature Comforts mission: *to be a force for good in the world through the development of industry-leading beverages and experiences.*

More important than pledges, however, are partners—and our pursuit of corporate citizenship has always been aided and accelerated through the [thought leadership](#) of countless individuals, whether locally or canonically. With every altruistic activity we undertake, we hope to be good news to the people of Athens, Georgia.

Doing work that is not only meaningful, but impactful. Being not only generous, but strategic.



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*



FUNDRAISING MODEL

Whether an organization or an individual, we believe that everyone should have a plan to support the city they love. Rather than giving back only after an emergency hits, we seek instead to raise funds proactively. And rather than simply selecting the causes that are valuable to us personally, we mobilize our resources in response to community guidance.

After all, the city of Athens already knows what it needs; we simply match our philanthropic resources to predetermined community priorities.

In the early years of our give-back planning, our fundraising was generated through a handful of charitable beer releases, whereby 100% of profits would be distributed in response to agency proposals.

Eventually, we converted our fundraising to a percentage model—committing a minimum of **1%** of our annual revenue to support our core **Community Impact programs**—thereby ensuring that our philanthropic resources would sustain and scale over time.

Additionally, the predictability of a percentage model allowed us to transition our flagship give-back program, **Get Comfortable**, from an **input-focused** (x dollars distributed?) to an **impact-focused model**—whereby program success is tied to improving a community-identified metric from X to Y over a specified period of time—a shift only made possible by predictable, scalable support.

GET COMFORTABLE

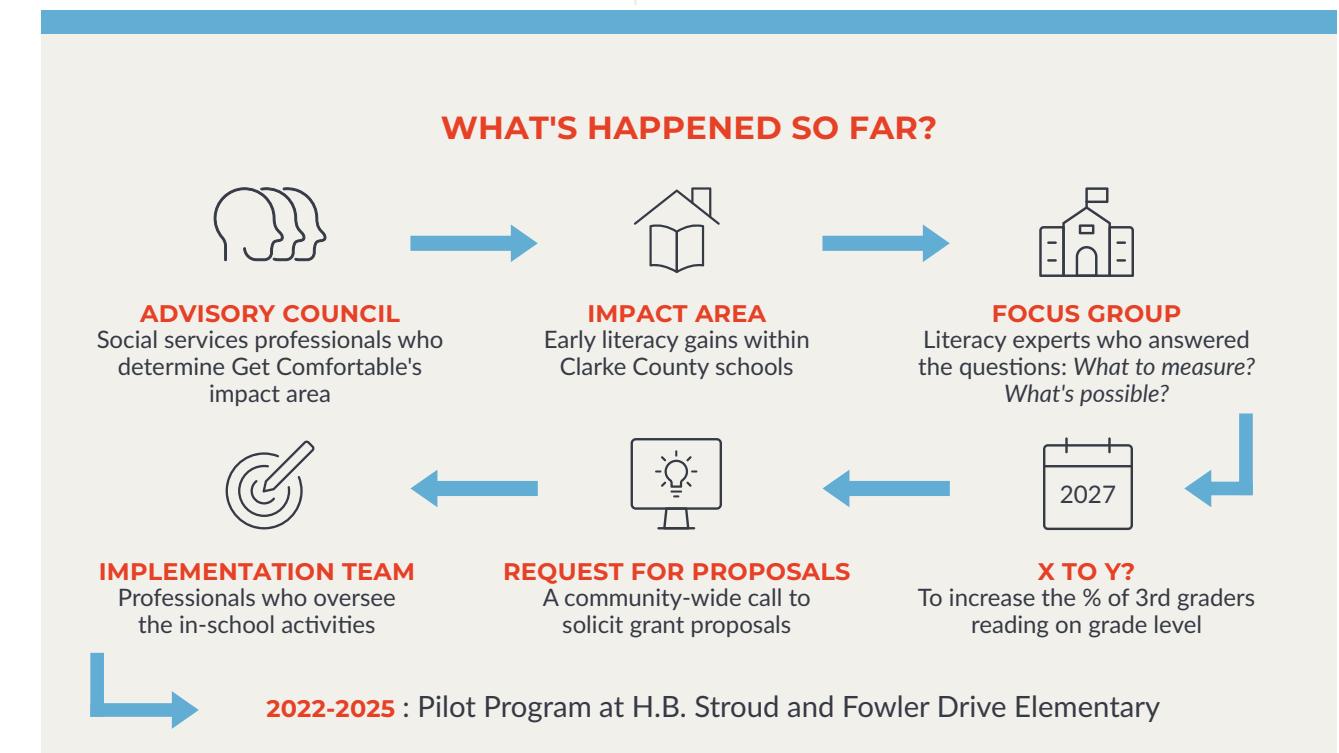
The mission of Get Comfortable is to channel the generosity of many toward consensus community priorities.

GENEROSITY OF MANY

Fundraising for this program doesn't come from Creature Comforts alone. Dozens of **local businesses**—from car dealerships to doctor's offices—coordinate their philanthropic resources to increase the impact of **Get Comfortable**.

COMMUNITY PRIORITIES

There are many things that we **could** do to serve our city; there tends to be a short list of things we **should** do...if the aim is to solve a major community problem. Working alongside local leaders and needs-assessment data, we determine the highest and best use of our limited resources.





Literacy is more than just an educational issue.*

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

* [Early Warning! Why Reading by the End of 3rd Grade Matters](#)

† [Building Literacy Skills Leads to Economic Growth](#)

‡ [The Consequences of Dropping Out of High School](#)

GET COMFORTABLE: LOOKING BACK

Back in 2021, we assembled the *Get Comfortable Advisory Council*—a cross-sector consortium of community leaders and social services professionals—to help identify a **singular area of focus** to which we would direct our resources and energy over (at least) the next 5-10 years.

Through the guidance of this Council—aided by several months of topical focus groups—we selected **early literacy** as our multi-year impact area: focusing specifically on increasing **3rd grade reading performance**—as measured by the [Georgia Milestones Assessment](#)—as our metric of success.

Between 2022 and 2024, we conducted a now **nationally-recognized** pilot program at [H. B. Stroud Elementary](#), having since expanded into a second school site—[Fowler Drive Elementary](#)—with plans to eventually roll out the program district-wide.

To do so, we've locked arms with [Books For Keeps](#)—a local agency committed to reducing literacy loss—to manage this Literacy Mentorship program inside the schools, during which community volunteers are recruited, trained, and matched with select 1st, 2nd, and 3rd-graders for the duration of an academic term.

Each weekly one-on-one mentorship session consists of 3rd-party-developed

literacy instruction and activities—each designed to augment the major [components of literacy development](#).

Consequently, each mentored student is exposed to **1 additional hour** of instruction every week, receiving the minimum dosage of **15 hours** of literacy augmentation over the course of the school year.

Altogether, **46** community stakeholders have helped to shape this literacy intervention since its inception in 2021, which has now been recognized with the following regional and national awards:

- [Georgia City Solution](#) by the [Georgia Municipal Association](#)
- The [Impact Program of the Year](#) by the [Sandra Deal Center for Early Language & Literacy](#)
- The nation's [Best Community Improvement Program](#) by the United States Chamber of Commerce (see below)

Over the next 5 years—and longer, if necessary—the *Get Comfortable* initiative is committed to substantially increasing 3rd grade reading performance within every school site where the program is installed.



Photo © Kimberly Farmer

OUTCOMES & FINDINGS

Three years into this initiative, our research partners at the University of Georgia's [College of Public Health](#) have observed the following progress:

- We see an average treatment effect of **295%** when comparing the on-grade-level reading gains of our **Get Comfortable Cohort** to the **Control Group**. Put another way, the percentage of our cohort who complete the academic year reading on-grade-level is **2-3x** their control counterparts.
- **Note:** The Control Group is composed of 2 Clarke County elementary schools comparable to our school sites in their demographic data, teacher-to-student ratios, literacy scores, attendance data, and socioeconomic statistics.
- Particularly encouraging is that some of our greatest gains come in the Performance Category that is historically the most difficult to affect: students who begin the academic term reading **2+ grade levels behind their peers**.
- **Example:** In Year 3, we observed a **72%** reduction in this category, compared to a **38%** reduction in the Control Group—nearly double the efficacy.

ACADEMIC YEAR	PERFORMANCE CATEGORY	CONTROL GROUP	GC COHORT
2022-2023 Δ	Reading On Grade Level	[+] 136%	[+] 629%
	1 Grade Level Below	[+] 48%	[+] 45%
	2+ Grade Levels Below	[+] 52%	[+] 84%
2023-2024 Δ	Reading On Grade Level	[+] 119%	[+] 300%
	1 Grade Level Below	[+] 24%	[+] 4%
	2+ Grade Levels Below	[+] 42%	[+] 52%
2024-2025 Δ	Reading On Grade Level	[+] 125%	[+] 337%
	1 Grade Level Below	[+] 12%	[+] 50%
	2+ Grade Levels Below	[+] 38%	[+] 72%

The chart above compares the literacy gains between the Clarke County District's **Control Group** and our experimental **Get Comfortable Cohort**. Highlighted cells show the most pronounced treatment effects.

WHAT'S THE COMMUNITY SAYING?

“

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 is 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 Fowler Drive 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 Fowler are truly thankful for the community support provided by Books For Keeps through the Get Comfortable campaign.”



Dr. Stacie Carson, PhD

Principal,
Fowler Drive Elementary

U.S. CHAMBER CITIZENS AWARD

On **October 29, 2024**, the United States Chamber of Commerce recognized Creature Comforts at its [25th Annual Citizens Awards](#) in Washington, D.C.—a program honoring companies nationwide for their leadership in “solving the world’s biggest challenges.”

[Get Comfortable](#) was awarded the top honor—as the nation’s [Best Community Improvement Program](#)—for its innovative cross-sector approach to community priorities as well as its impressive gains in literacy performance ([see above](#)).

Among the 8 other companies recognized at this prestigious annual event were **Microsoft, AT&T, Capital One, Samsung, and Southwest Airlines**.

“Through its Get Comfortable initiative, Creature Comforts 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.”

A year later, Creature Comforts was invited back to D.C. both to select and celebrate the 2025 recipient, [FedEx](#), for its innovative work with [Feed the Children](#). FedEx was honored alongside other recipients like **Chick-Fil-A, Guardian, Edward Jones, Pfizer, and Hilton**.

The national attention that Get Comfortable has garnered in recent years is one of the greatest honors we’ve ever received. The fact that past recipients of America’s Best Community Improvement Program have been corporate heroes like **Kroger, Liberty Mutual, John Deere, T. Rowe Price**, and now **FedEx** indicates that while the combined philanthropic assets of Get Comfortable are considerably smaller than brands like these, our efficacy and social innovation is similar.



FedEx's Coco Black and Julia Chicoskie receive the 2025 Best Community Improvement Award. Photo by Tasos Katopodis / © U.S. Chamber of Commerce



The 2024 Best Community Improvement Award, presented to Get Comfortable.



Photo © U.S. Chamber of Commerce



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—to quote [Andy Stanley](#)—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 [Bob Weckback](#), whereby the profits were invested to seed a college fund for his son. Since then, Brew For One has been employed to buy cars and [build shelters](#), to launch [both schools](#) and [scholarship funds](#).

In 2025, the opportunity that found us came from within our industry—a first for this initiative. The [Michael James Jackson Foundation \(MJF\)](#) exists to fund the technical education and career advancement for People of Color who work within the brewing and distilling industries.

In February, we set a fundraising target that would enable us to fully fund at least one multi-year graduate program recipient from MJF's [vetted scholarship tracks](#): e.g., [UC-Davis](#) or the esteemed [Siebel Institute of Technology](#).

Linking up with the Atlanta-based, Black-owned brewery-in-planning, [Our Culture Brewing](#), Creature Comforts released [Brew For One: Fonio](#) to raise funds for the MJF and—even grander in scope—to highlight the importance of broadening the brewing supply chain.

[Fonio](#), after all, is the "grain that sustains." This ancient West African crop has been harvested for more than 5,000 years, but is largely unknown in the West. It is drought-resistant and nutrient-rich, a perfect complement to brewing with barley and wheat, and representing new economic opportunities for African fonio farmers.



Our Culture Brewing's Isaiah Smith loads the fonio grain into a mash tun.



Brew For One: Fonio raised funds for MJF's scholarship program.



MJF's Founder, Garrett Oliver. Photo © Michael J. Jackson Foundation

WHALE FALL 2025

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 improving marine ecology.

His goal was to graduate in the summer of 2024 and move on to graduate school.

The beer we initially released in October 2024, [Whale Fall](#), took the form of a community investment (see [Brew For One](#)). Specifically, it helped launch the [Birkley Heynen Environmental Foundation \(BHEF\)](#) as a means to build a lasting legacy out of unexpected tragedy.

The BHEF today funds students in their pursuit of professional sustainability, providing funding for start-up programming, internships, travel grants, and conferences.

Given the enthusiastic response we received from the UGA and the coastal ecology communities last year, we updated the recipe and brewed [Whale Fall a second time](#) in October 2025, which was featured during Atlanta's annual [Landlocked](#) fundraiser for [Oyster South](#).

While not a fundraising beer itself, it was released in partnership with BHEF as a means to continue raising awareness for the importance of good environmental stewardship, generally, and coastal ecology in particular.

Years back, one of our colleagues delivered a [TED Talk](#) about altruistic efforts like these—i.e., harnessing your audience to spotlight the contributions of others.

We hope this second iteration of Whale Fall continues to signpost the fine work of the BHEF—not to mention agencies like Shell to Shore—for years to come.



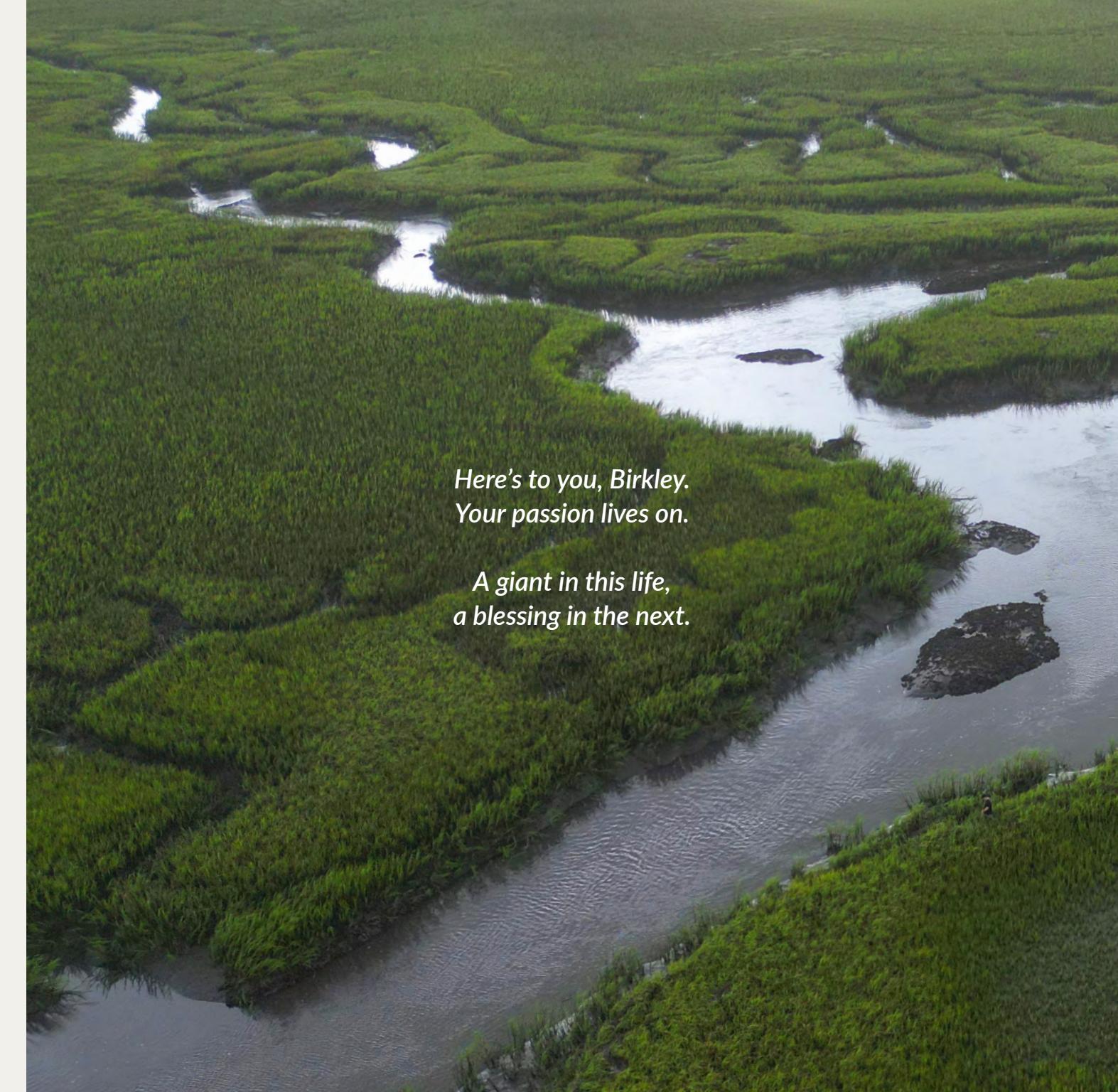
Dr. Nik Heynen studies oyster habitats off Georgia's Sapelo Island.



Whale Fall is a salted yuzu lager, a perfect pairing for briny oysters.



Creature Comforts employees serving at Shell to Shore.



Here's to you, Birkley.
Your passion lives on.

A giant in this life,
a blessing in the next.



GIVING KITCHEN

We remain proud champions of [Giving Kitchen](#), a Georgia-based—but national in reach—organization who has been providing emergency assistance to food and beverage workers since 2012.

They exist to help service workers who are experiencing a crisis; and we work to accelerate their efforts through a strategic partnership.

This year, in addition to our participation in major Giving Kitchen fundraiser events throughout the year—like [Team Hidi](#) in March and [The Pinky Golf Tournament](#) in November—we released a special fundraising beer that we decided to call Family Meal.

In the food service industry, a “family meal” denotes a pre-shift dinner prepared by the kitchen for all the staff—both the front- and back-of-house.

Often featuring creative dishes not on the regular menu, a family meal serves as a morale booster, ensuring that the staff is nourished, informed, connected, and cared for.

[Family Meal](#), the beer, is an Export Helles—a popular style within food and beverage—and we commit 100% of the profits to support the ongoing crisis-management work of Giving Kitchen in Georgia and beyond, a donation that is matched by [Savannah Distributing](#).

Since the service industry has been so good to us, a chance to help Giving Kitchen go further faster is not only necessary, given their profound case load, but is a no-brainer: a chance to serve the professionals who have served our communities so well for so many years.



Taproom customers enjoying the first release of Family Meal.



The Export Helles is a popular style in the food & beverage industry.



Jen Hidinger-Kendrick, GK's Founder. Photo © Giving Kitchen

DISASTER RELIEF

On **January 7, 2025**, a series of 14 destructive wildfires ignited to disrupt the Los Angeles metropolitan area as well as San Diego County to the south.

Over the course of the month, roughly **50,000** acres were burned, a conservative estimate of **20,000** structures destroyed, more than **200,000** Angelenos evacuated, with an estimated **\$53 billion** in total damage.

As often happens within the craft brewing community in the wake of a natural disaster, a small band of breweries raise the banner on what is called a **national collaboration**, whereby the rest of the industry comes running to support—typically brewing and branding a designated beer that both raises awareness and funding for the affected community.

Examples of these national collaborations from recent years are the **Resilience IPA**, spearheaded by Sierra Nevada in 2019, Other Half's **All Together** initiative during the height of COVID-19, and Maui Brewing taking the lead on the **Kōkua Project** in 2023.

Similarly, in the wake of the LA Wildfires, California-based **Common Space Brewing** took the lead on launching what was eventually called the **WE LOVE LA campaign** in conjunction with **Firestone Walker** and Creature Comforts. The can artwork was created and donated by LA-based artist, **Priscilla Witte**, who also produced a series of fundraising merch items.

All told, the initiative raised **\$325,798** from **141** participating breweries—all of which was directed to **32** beneficiaries, each agency having been identified in partnership with the United Way of Greater LA's **Wildfire Response Fund**.

All monies raised were distributed in 2 multi-month phases: the **Relief Phase** taking place between January - May, and the **Recovery Phase** closing out the year.



[Click here](#) to read UWGLA's Wildfire Response Impact Report.



Creature's 2025 [WE LOVE LA](#) release was a West Coast IPA.



Matthew Stafford served as the Wildfire Response Fund's honorary chair.
Photo © United Way of Greater Los Angeles

While the true recovery of LA County will take years to complete, you can access the United Way [Wildfire Response Report](#) to learn more about their progress over the course of 2025.

You can also still donate through [WE LOVE LA](#). 100% of contributions will transfer directly to the LA County agencies detailed in the WRF Impact Report.

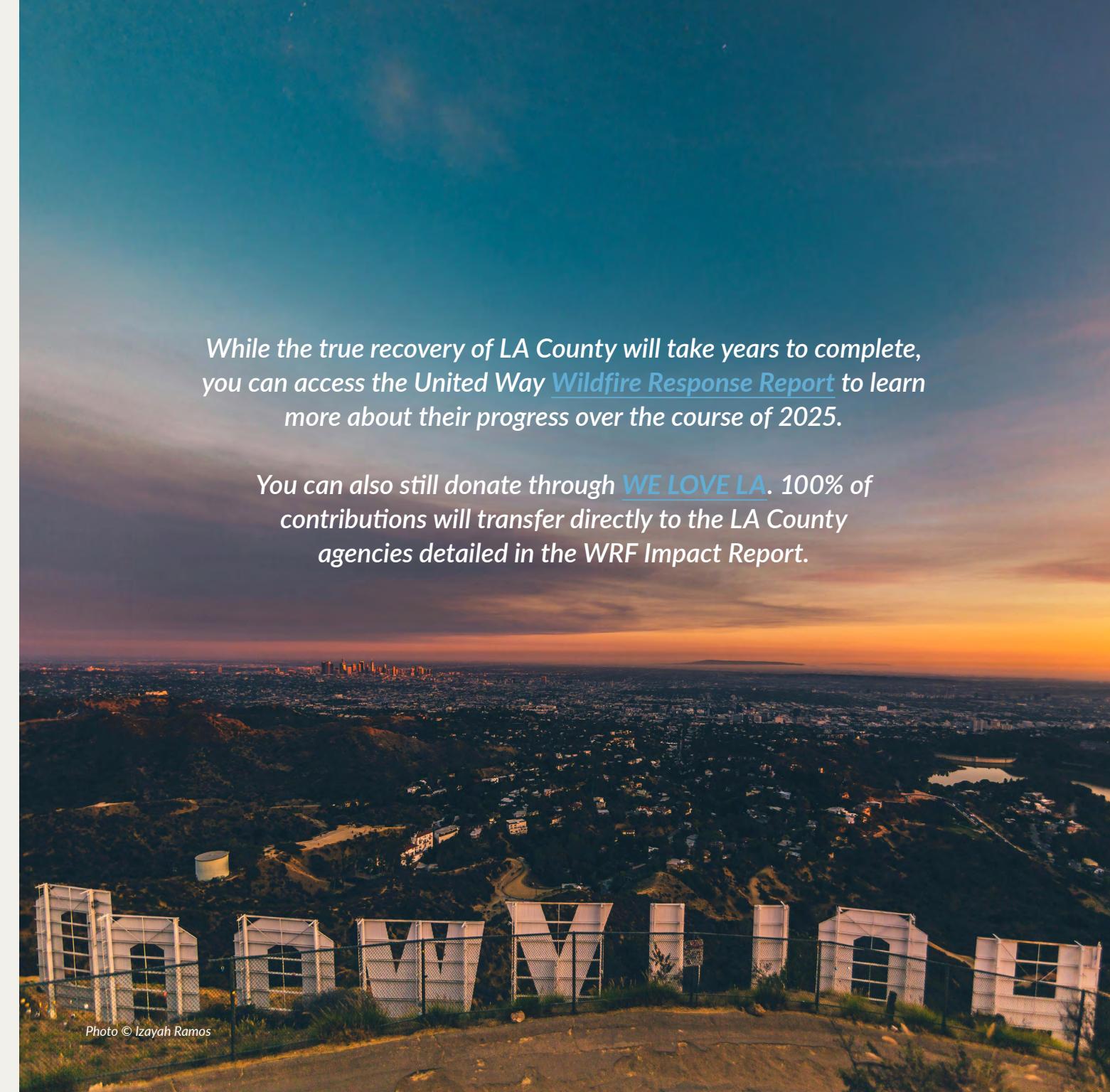


Photo © Izayah Ramos



*"We become not a melting pot but a beautiful mosaic.
Different people, different beliefs, different yearnings, different hopes, different dreams."*
-Jimmy Carter, 1976

Photo © ABC News

GOOD NEIGHBOR DAY

In 1978, [President Jimmy Carter](#) introduced two pieces of legislation that remain relevant to us still today. [House Resolution 1337](#) effectively legalized home-brewing, which [historians cite](#) as the beginning of American craft brewing. (Something we remain especially grateful for here at Creature Comforts!)

Earlier that same year, Carter issued [Proclamation 4601](#), which inaugurated [National Good Neighbor Day](#)—a formal and federal call to citizenship.

A reminder that “the noblest human concern is our concern for others.”

Given that Carter is not only a great Georgian, but an industry pillar and a Nobel Peace Prize recipient, we've leaned hard into the recognition of this overlooked, but apropos, holiday in recent years.

- We've screened the award-winning documentary, [Jimmy Carter: Rock & Roll President](#), moderating a [post-film panel](#) between Presidential scholars and local nonprofit leaders.
- We've enlisted the [love and support](#) of our industry leaders to spotlight President Carter's role in helping to animate our industry 50 years ago.

We've facilitated [on site service projects](#), inviting our customers to engage directly with agencies across our nonprofit network.

And the axis around which all these activities have rotated is a Carter-inspired beer launch, [Beautiful Mosaic](#), timed each year to release on [September 28](#): National Good Neighbor Day itself!



Taproom customers engage in on site 'micro-service' projects.



Beautiful Mosaic takes its name from a famous Jimmy Carter speech.



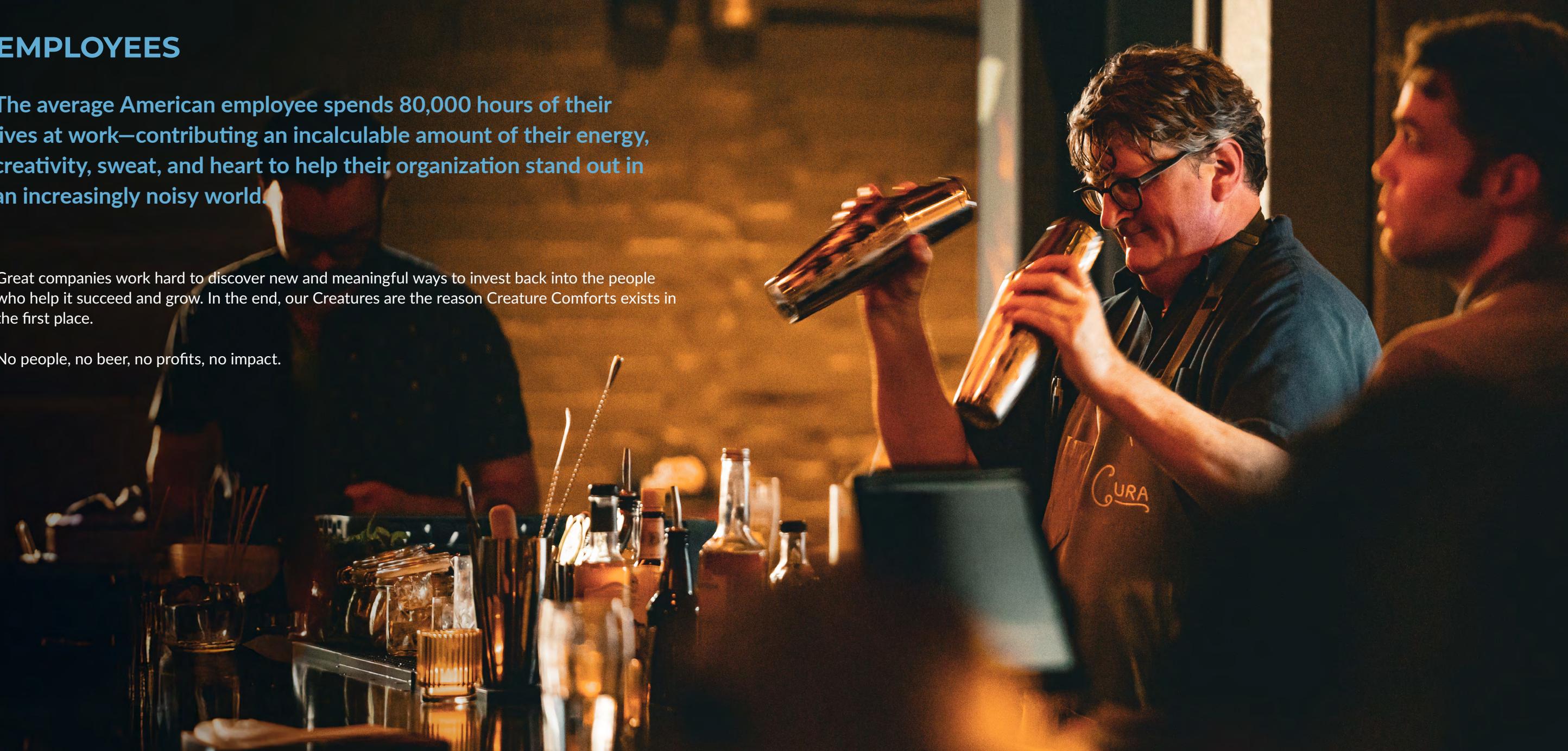
Round-table featuring UGA faculty and Habitat For Humanity leaders.

EMPLOYEES

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.

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.



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](#)



DEMOGRAPHICS

At Creature Comforts, we seek to promote a culture where everyone is 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 animated in the daily attitudes and decisions 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 our company grow, it must grow.

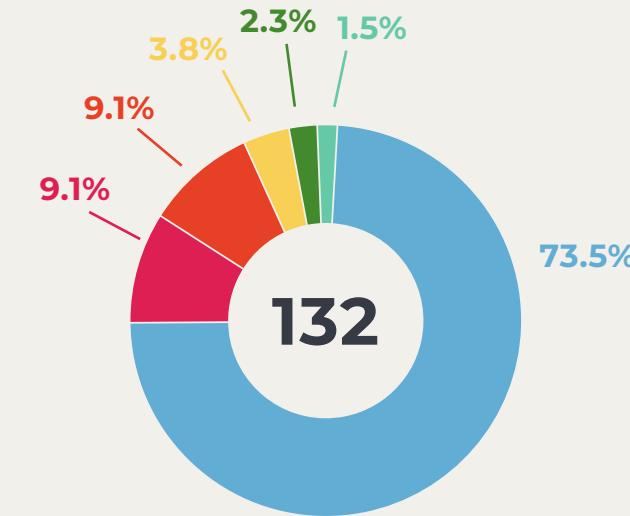
And as we do, we must continue to attract the sort of talent that seeks to participate in the rich culture that we promote here at Creature Comforts.

In 2025, we welcomed 33 new 'Creatures' onto the crew, representing expansion for every major department: *Brewing, Cellar, Packaging, Quality Control, Taproom, Marketing, Snow Tire Production, and Sales*.

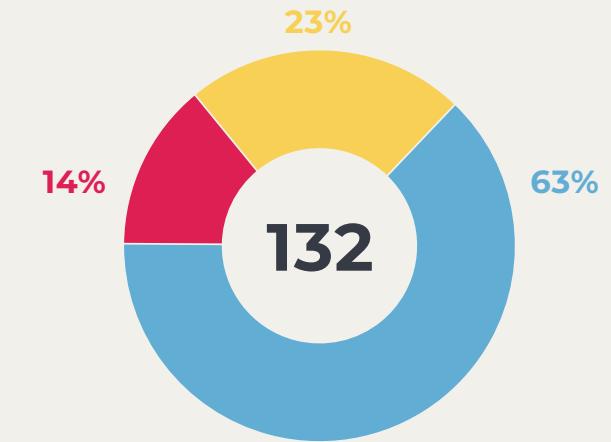
We also established two brand new teams, *Business Analytics* and [Cura](#), our new cocktail concept.

Our entire workforce today sits at **132** total employees: **65%** male and **35%** female, **73%** full-time and **27%** part-time, and containing the following demographic breakdowns:

ETHNICITY BREAKDOWN



GENERATION BREAKDOWN



- WHITE
- BLACK
- NOT DEFINED
- HISPANIC
- 2 OR MORE RACES
- ASIAN

- GEN X (1965 - 1980)
- MILLENNIALS (1981-1994)
- GEN Z (1995 - 2010)

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.

- 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 (FMLA) leave
- 12 weeks of paid parental leave
- Bereavement leave
- 7 company-wide holidays
- 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
- Unlimited teletherapy and telemedicine sessions—for full-time & part-time employees—through HealthJoy and UBalance
- Employee Assistance Program (EAP) counseling sessions transferable to a spouse, partner, or child
- Free financial literacy education and tools through UCents
- Free professional development through GiANT Worldwide
- Free online fitness coaching and personalized nutrition through UFit and UFuel
- Free sleep hygiene support through URest
- Athens Farmers Market subsidies
- Beer allocations, including limited-release cans and bottles
- Educational assistance stipend
- Recreational discount program through FunEx

Additionally, we implemented the following improvements over the course of 2025:

- We added **17** comprehensive health coaching programs through a new partnership with [Allied Wellness](#).
- We instituted a more active social calendar, setting 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. From Monster Jam to hockey games to lake trips, our Creatures logged more time outside of business hours than ever before.
- We expanded the participants on our **People First** cross-functional team, charged both to achieve KPIs to increase employee satisfaction—as measured through our annual Employee Engagement Survey (see below)—but also to serve as a monthly opportunity to crowd-source ways to improve the employee experience.
- Our Human Resources Department maintains the [#NotMe](#) tool, an anonymous reporting app for all employees and taproom guests, creating an outlet for confidential communication in the event of misconduct.



Creatures tailgating before a UGA Football game.



A Creatures of the Night outing at the Rock Lobsters' home-opener, Athens' new minor league hockey team.



“Creatures in the Bleachers” at a UGA Baseball game.

EMPLOYEE ENGAGEMENT SURVEY

At the close of 2024, we 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 into their work experience was accepted by **92%** of the company.

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

Here is a selected portion of relevant findings:

- **97% agree that...**
"Creature Comforts cares about helping the local community grow and improve, beyond our company walls."
- **98% agree that...**
"Creature Comforts is an inclusive and equitable workplace."
- **94% agree that...**
"I personally feel trusted by the people that I work closely with."
- **93% agree that...**
"In the past twelve months, a colleague has surprised me with an act of kindness."

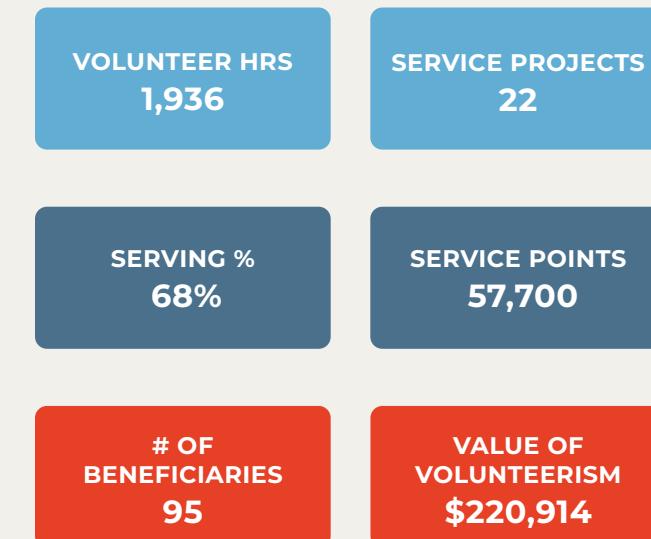


Employees participate in a pre-season scrimmage at UGA's [Sanford Stadium](#).

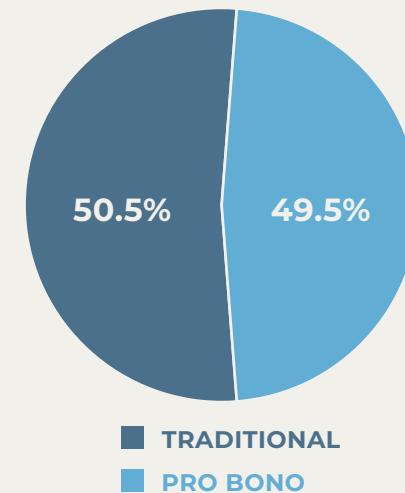
EMPLOYEE VOLUNTEER PROGRAM

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.

- To most effectively match our people with high-impact 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 coordinate volunteer efforts that cater to staff availability and interest.
- We then launch into a robust Employee Volunteer Program, with the goal of **making serving simple**—creating an average of **2** service projects for each of our **12** departments throughout the year, some designed as all-company projects, the majority tailored to specific teams.
- With the help of our **Community & Culture Ambassadors**—a 12-person cross-functional task force charged both to ideate on future service opportunities and to promote confirmed projects—we completed **23** service projects in 2025, including our participation in the Athens-Clarke County [MLK Day of Service](#).
- Altogether, Creatures served **1,936** hours at a total of **95** unique beneficiaries in 2025 alone: a combination of nonprofits, corporate consultations, and long-term mentorship. **68%** of our total 2025 workforce dedicated time in 2025 to serve their city.



TRADITIONAL VS PRO BONO HOURS



EVP : MAKE IT BETTER

As we look to build upon the momentum of our Employee Volunteer Program, in 2025 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.



Creature Comforts employees serving at [UGArdens](#), UGA's experimental horticulture farm.

- To do so, we looked to thought leaders like [Effective Altruism](#) and [Points of Light](#) to determine a method by which we might categorize our 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: We've seen increases in **serving percentage**—how many Creatures served over the course of the year—the **value of volunteerism**, and our **hour tallies**, not to mention a **15%** increase in high-impact (pro bono) volunteerism between 2024 and 2025.



TRADITIONAL VOLUNTEERISM

Traditional volunteering, such as beach clean-up or serving at a soup kitchen, typically addresses the need for 'extra hands'—whenever a nonprofit requires outside help to deliver a program.

PRO BONO

Pro bono service utilizes a volunteer's professional skills to address an agency's strategic or infrastructural needs. This volunteer investment is often referred to as 'capacity building.'

PRESIDENTIAL LIFETIME ACHIEVEMENT

Creature Comforts is a proud recipient of the [Presidential Lifetime Achievement Award](#)—conferred by [AmeriCorps](#)—eligible to organizations who can demonstrate a minimum of **4,000** volunteer hours accrued over the course of their existence.

At the close of 2025, our employees have collectively accumulated **9,182** hours and counting.

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

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



The Presidential Lifetime Achievement Award, presented by AmeriCorps in May 2024.

CLARKE COUNTY EXTERNSHIP

In June 2025, we partnered with the Clarke County School District (**CCSD**) to host a cohort of visiting educators during CCSD's annual [Clarke Connects Educator Externship](#).

This multi-week experience helps teachers deepen their understanding of local workforce needs while strengthening the bridge between Athens industry and education.

Dozens of our employees led work sessions, facilitated discussion, and offered behind-the-scenes access to their work. Educators were able to explore the many creative, technical, and people-centered roles that power

our brewery—from brewing science to sales strategy to community engagement. By the week's end, the educators left with a deeper understanding of local career pathways and a renewed appreciation for the culture and craft behind our work.

Collectively, this externship represented **42** pro bono hours, advancing our commitment to Leave a Legacy and invest in local talent development.

Since June, CCSD has repeatedly shared that this externship remains one of their more impactful professional learning experiences, due in large part to the hospitality and intentionality of our team.

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 not only steward our resources well, but ultimately to serve as change agents within the industry.

To achieve this goal, we proactively run a sustainability program that looks beyond our balance sheet and into our impact on the natural world. We study our manufacturing processes to discover ways to utilize less energy or less water, and we seek out suppliers who share these values.



We stand now where two roads diverge. The road we have long been traveling is deceptively easy, a smooth superhighway on which we progress with great speed, but at its end lies disaster. The other fork of the road—the one less traveled by—offers our last, our only chance to reach a destination that assures the preservation of the earth."

— Rachel Carson, *Silent Spring*

2025 GOAL:

To use fewer than **5.0** barrels (**BBL**) of water for every 1.0 BBL of packaged beer.

PROGRESS:

Complete! We lowered our average water usage ratio from **5.08** BBL to **4.67** BBL—a year-over-year reduction in water usage of **8%**.

2026 GOAL:

To use fewer than **4.0** BBL of water per BBL of beer packaged.

WATER

The reduction described at left is the direct result of a project we completed in mid-2025: improving the efficiency of our water filtration system at our main production facility. This project was completed in June and had an immediate impact.

For those familiar with our [2024 Impact Report](#), this filtration system was a previous area of emphasis, reducing the number of cycles we run daily from **100** to **12**. 2025's water KPI sought to make the filtration system itself more efficient, as we improved from reclaiming **60%** of water sent through the filters in 2024 to **85%** in 2025.

Evaluating our water usage rate from July through the end of 2025, we averaged a water usage rate of **3.2** BBL of water used per 1.0 BBL of packaged beer—a **37%** decrease from 2024.

What kind of impact does this project have for 2026?

- We project using between **4 million** fewer gallons of water in 2026 than we did in 2025, while producing more beer.
- The Oconee River is our water source, so reducing our consumption means more water available for our local watershed.

FOCUS ON LOCALITY

On Earth Day 2025, we invited the Athens-Clarke County [Center for Hard to Recycle Materials](#) to host their pop-up [Repair Café](#) in our taproom. A group of skilled fixers spent an evening on site helping customers repair their damaged items: bicycles, electrical appliances, toys, clothing, computers, and more. Keeping things in good repair means that people are likely to use them longer, meaning that fewer items are thrown away.

The state of Georgia only has two Repair Cafés: one in Athens, the other in Atlanta. By highlighting this group within our taproom, we not only provided them a venue to operate, but we introduced hundreds of locals to what is perhaps an overlooked public service.

Later in 2025, we hosted a Zero Waste Panel—featuring representatives from the [UGA Office of Sustainability](#) and the [ACC Solid Waste Division](#)—both to celebrate our [Zero Waste certification](#) and to highlight how the waste management system in our community functions. The event was well attended, even with all the trash talk.



The Center for Hard to Recycle Materials (CHaRM) is one of only 2 such facilities in the state of Georgia.
Photo © Athens Banner-Herald

2025 GOAL:

To host 2 events related to the environment and sustainability in our taproom.

PROGRESS:

Complete! We used our taproom space in 2025 for round-table discussions, info sessions, repair cafes, and Earth Day projects.

DID YOU KNOW?

Our Southern Mill production facility sits on an 11-acre site—much of which is forested. On MLK Day 2026, we'll begin the process of clearing hiking trails throughout our property to encourage our Southern Mill campus neighbors to take short hikes during work breaks, creating a community good while investing in our property.

2026 GOAL:

To establish a vast trail network at our Southern Mill campus.

SOLID WASTE

2025 GOAL:

To achieve TRUE Zero Waste certification at our downtown Snow Tire production facility.

PROGRESS:

Complete! Snow Tire received a Gold-Level certification, exceeding the Silver-Level achieved by Southern Mill in 2022.



Our downtown Snow Tire facility during a busy midweek farmers market.

2026 GOAL:

To conduct quarterly waste audits at all 4 Creature Comforts facilities.

WHAT IS TRUE ZERO WASTE CERTIFICATION?

TRUE is a rigorous certification process administered by the [United States Green Building Council](#).

Most people know USGBC from their [LEED certification](#).

TRUE, which stands for Total Resource Usage Efficiency, provides a rubric for companies seeking an outside audit for their waste management practices.

To achieve TRUE Certification, an organization must comply with its [6 requirements](#), such as diverting at least 90% of waste away from landfills, properly sorting waste to keep contamination rates below 10%, and complying with all federal, state, and local regulations regarding waste management.

The next stage is achieving at least **31** TRUE credits—each involving the implementation of procedures aligned with zero waste practices.

These can range from things like composting on-site, conducting waste audits, or determining the destination of recycled materials.

We're extremely proud of Snow Tire for achieving **50** credits out

of **81** possible. This facility can be challenging to certify because the building is used for so many different purposes: as a brewery, a distillery, and a public-facing taproom.

Each activity uses materials that create waste streams, and we had to analyze each aspect of this facility to achieve certification.

Another obstacle to Snow Tire (vs Southern Mill) certification is the sheer diversity of beers created within this facility (**61** in 2025), each of which requires a wide variety of ingredients when compared to the **12** core brands produced at Southern Mill.

We solved this issue by creating a dataset of ingredients used by Snow Tire, taking into account each of their associated waste materials, then we merged that set into the database created by our Quality Department to track production.

Using this method, we were able to record waste materials created by each individual brand brewed at Snow Tire—over two dozen in total.

Undertaking a process like Zero Waste Certification reveals some interesting information about company operations.

Here are some interesting findings:

- Our top waste material, by weight, is spent grain from the brewing process. Snow Tire created nearly **250,000** lbs of spent grain, all of which were collected and used as supplemental animal feed by local farmers.
- Throughout 2025, our taproom served more than **170,000** pints in re-usable glassware. This number dwarfs the **20,000** recyclable plastic cups we utilize on high-volume days like UGA Football games or the [Twilight Criterion](#).
- Counting beer kegs as re-usable items may seem like a cheat code for Zero Waste Certification, but we expend a lot of resources cleaning, filling, distributing, collecting, and returning these kegs for re-use. Snow Tire kegging in 2025 amounted to **64,000** lbs.
- Our preference to work with suppliers who share our commitment to sustainability is paying off. We sold more than **16,000** items in our merch store during 2025, these items arriving to us in more than **500** lbs of recyclable cardboard compared to fewer than **50** lbs of non-recyclable plastic waste.
- In total, Snow Tire created **327,000** lbs of waste material last year, with **98.4%** of that solid waste being diverted from landfills.



Grain silos at our Southern Mill production facility.



Classic City Lager cans coming down the production line at Southern Mill. Aluminum is one of our primary inputs.

ELECTRICITY

2025 GOAL:

To reduce air leaks by **90%** from 2024 baseline.

PROGRESS:

Incomplete. Air leaks reduced by **65%** from 2024 baseline.



2026 GOAL:

To reduce the overall electricity consumption across all facilities by **2.5%**.

Compressing air uses significant amounts of electricity. Thus, leaking compressed air can be detrimental to our sustainability targets. Our production team has tracked and fixed air leaks for many years, but has never attempted to measure the actual amount of compressed air leakage until 2025.

While the total elimination of leaks is not reasonable for a high-volume production facility like a brewery, best practices involve routine leak audits throughout the year.

To track this goal, we installed a flow meter in our compressed air system that can track the amount of airflow across Southern Mill. We installed a maximum capacity of roughly **400** cubic feet per minute (**CFM**)—and we reduced the average leak rate to **4** CFM. This means that on average we are leaking only **1%** of our capacity.



Our Southern Mill solar array, helping to ensure our production is powered entirely by clean energy.

CARBON DIOXIDE

We've built upon our 2024 progress in reducing the amount of carbon dioxide used in our brewing processes. Since installing a nitrogen generator at the onset of 2025, we decreased our purchases of carbon dioxide by **30%**—dropping from **13.8** lbs / BBL in 2022 to **9.9** in 2025.

Our Southern Mill facility can now generate nitrogen gas from compressed air, which we've begun applying in our canning line. Every beer now produced at Southern Mill gets packaged under nitrogen. This practice alone prevents the release of **200,000** lbs of CO₂ each year.

However, we contend that we can extend the use of nitrogen to other parts of our manufacturing process, but we must do so judiciously. Nitrogen is not a complete replacement for CO₂, and behaves differently in key areas.

That said, our next target is to incorporate nitrogen into the kegging process, which could save another **1** lb of CO₂ used per BBL, likely dropping our CO₂ usage rate below **9** lbs / BBL.



Tropicalia rolling down the canning line, now packaged under nitrogen.

2025 GOAL:

To use fewer than **10** lbs / BBL of carbon dioxide.

PROGRESS:

9.9 lbs / BBL



Sustainability Manager, Jacob Yarbrough, posing in front of Southern Mill's nitrogen generator.

2026 GOAL:

To successfully extend our nitrogen usage to beer kegging.

CONCLUSION

Dear Creature Comforts Community,

When we started Creature Comforts 12 years ago, we had two somewhat competing ideas in mind...

We aimed to (1) produce the finest beer in our industry while (2) building the sort of company that we'd always be proud to work for—where a deep commitment to our community remained at the very core of our company.

We hoped to grow, but not at the expense of our mission to "be a force for good in the world." In essence, we aspired to remain ourselves while we grew—which is much, much easier said than done.

Since then, we've pursued these ideals with openhanded determination, making innumerable adjustments along the way. And while our aspirations will always outpace our resources, we believe that any meaningful progress requires a brief pause to celebrate before diving back into the messy-but-hearty work.

As Adam Beauchamp articulated at the top of this report, we believe the private sector has a role to play

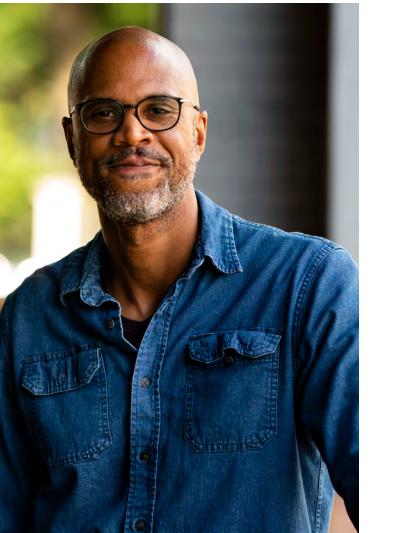
in the vitality of our communities. And this report reflects our latest contributions toward that end. Yet, there's a deeper purpose at the heart of everything you've just read—the very reason Creature Comforts was founded in the first place.

The purpose of the Creature Comforts Brewing Company is to foster human connection. That is, ultimately, why we exist in the first place. It is why we brew beer.

It is a privilege to continue beer's long tradition as a catalyst for connection. Few things dissolve boundaries and spark belonging quite like sharing a drink—whether with close friends or someone you've just met. Every time someone enjoys our beer, we hope it becomes more than a moment of refreshment: but an invitation to share stories, to strengthen relationships, to uncover new common ground.

As such, 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

could ever unleash upon the world. And so we raise a glass to every partner along the way—to each distributor, retailer, community leader, customer, and fan—who helps bring our purpose to life.



A handwritten signature in blue ink, appearing to read "Fenwick Broyard".

Fenwick Broyard
Senior Vice President of Commercial Operations





CREATURE
COMFORTS
Brewing Co.®