



# STEAM WHISTLE

PILSNER

**DO ONE THING  
REALLY, REALLY WELL.**



“ As they sat around the campfire, the self-named “Three Fired Guys” dreamed of running their own brewery one day. ”

# Social Enterprise

Operating with a Triple Bottom Line



People-Planet-Profit

Is definitely a winning model



# Community Support



We sponsor many cultural, charitable and community events annually in London and across Canada.



# CSR - The Good Beer Folks

## STEAM WHISTLE BREWING'S **GREEN** initiatives

1 ALL NATURAL  
INGREDIENTS



2 GREEN BOTTLES  
GREEN PLANET



3 A FRIENDLY WAY  
TO PARTY



4 OUR BULLFROG  
POWERED BREWERY



5 CLEANER FUEL FOR  
CLEANER AIR



6 KEEPING COOL



7 STEAM HEAT



8 ENERGY EFFICIENT  
EQUIPMENT



9 ENERGY EFFICIENT  
LIGHTING



10 WASTE DIVERSION



11 CLEAN AIR  
COMMUTE



12 RETRO ELECTRO:  
GREEN ELECTRIC  
POWERED HOT ROD



# Canada's Greenest Brewery

Minister's Award for  
**Environmental Excellence**



2013  
**Clean50**  
*Outstanding Contributors to Clean Capitalism*

2010  
Canada's Greenest  
Employers 

**ECR**   
Excellence in  
Corporate  
Responsibility  
Awards 

STEAM WHISTLE BREWING'S   
**GREEN** initiatives



## STAFF & COMMUNITY SUPPORT

"Just wanted to thank Steam Whistle Brewing for their support in the fight to conquer cancer. This was my first ride & I couldn't wait for that first cold beer. Steam Whistle did not disappoint. Cheers!"

Deb Shaw, Rider #1219, Ontario's Ride to Conquer Cancer

*Whistle has long been a supporter of the cycling community.*



**bixi**  
Toronto

2010  
Canada's Greenest  
Employers

THE RISE TO  
CONQUER  
CANCER



HI 550  
KRONAN





## *Steam Whistle Brewing's* Public Bike Maintenance Station



In 2013, Steam Whistle Brewing installed a bike repair station outside the brewery's front doors. **The positive response from the city's cycling community has inspired us to invest in more of these stations and we want to work with your organization to set one up near you.**





# What's Involved

- Steam Whistle will pay for the Bike Station purchase and installation - \$1500 Value
- Components are brewery branded but also include instructions for use and a number to call if the station is damaged or malfunctioning.
- For the duration of the installation, Steam Whistle will be responsible for maintaining the station

# Proposed locations

- Forks of the Thames near the bike path
- Spring Bank Park by the old Pump House
- Covent Garden Market

Open to suggestions from the London cycling community and the Municipality. We want what is best for London.

Thank You!

**Cheers!**  
FROM THE *Good Beer* FOLKS!

