



Brewery Collaboration Toolkit

Introduction

Thank you for considering a partnership with 412 Food Rescue! By creating **limited-edition beers** using **rescued food ingredients**, your brewery can help reduce food waste while offering a unique product that resonates with environmentally conscious consumers. This toolkit provides guidelines for collaborating with us to ensure a successful and impactful partnership.

About 412 Food Rescue

412 Food Rescue was founded as a direct response to the disconnect between food waste, hunger, and environmental sustainability. We waste up to 40% of our food globally (translating to over 1.3 billion tons annually), while 1 in 7 people go hungry every day. According to ReFed, if we recovered about half (46 billion pounds) of the food being wasted, we could feed every hungry person in the United States 3 meals a day, every day.

Not to mention, food waste is an environmental problem. Food production uses 10% of the energy budget, 50% of the land and 80% of all freshwater consumed in the United States. According to the Environmental Protection Agency, over 97% of food waste generated ends up in a landfill. Food waste in landfills generates more climate destructive gas than global air travel!

Our Impact

SINCE 2015

32 million

pounds of food rescued

27 million

meals provided

63 million

pounds of CO2 mitigated

Partnership Objectives

- **Innovation:** Develop creative, limited-edition beers that incorporate surplus bread, fruits, vegetables, or other rescued ingredients to make food rescue a delicious topic of conversation.
- **Sustainability:** Highlight your brewery's commitment to sustainability by reducing food waste and promoting responsible consumption.
- **Community impact:** Engage with the community through a product that not only tastes good, but does good. Many partners include a donation to 412 Food Rescue in the sale price of the brew so customers can feel twice as impactful supporting the project
- **Friending:** These collaborations expose a whole new audience to our mission...and vice versa to your brewery. Our supporters go out of their way to participate in these collaborations, bringing a whole new group through your doors. Likewise this gives us a chance to educate YOUR supporters to our mission and the critical nature of reducing food waste.

Sourcing Rescued Ingredients

We'll work with your team to identify surplus ingredients that align with your brewing vision, such as overripe fruits, surplus bread or pastries, or excess vegetables.

All ingredients will be vetted for quality to ensure they meet your brewery's standards. Only fresh, safe-to-use ingredients will be provided. Ingredient availability may vary seasonally.



Timeline

Brewery collaborations typically kick off 6-8 weeks before the product is expected to launch however we can be flexible to accommodate your timeline. Because of the method of sourcing surplus, a longer lead time gives us more flexibility. We can provide bread or pastries any time but produce is more variable. Early on, we'll meet with your team to align on a vision, and you'll work with a dedicated point of contact at 412 Food Rescue to get the word out and make the collaboration a success.

Marketing & Promotion

Co-branded beer with the 412 Food Rescue logo and messaging highlights our partnership. 412 Food Rescue can provide digital assets and support for promotional activities. We'll also work closely with your team to drive awareness and sales:

- **Storytelling:** Leverage the story behind the rescued ingredients in your marketing materials and social channels. Emphasize the environmental impact and community benefits of the collaboration.
- **Launch events / Tastings:** Consider hosting a launch event or tap takeover to introduce the limited-edition beer to your customers, with proceeds supporting our food rescue efforts.
- **Influencing:** We'll engage with local media and influencers to spread the word about the collaboration and its impact on reducing food waste. Through target press outreach and media campaigns we'll work to make sure your brand is top of mind with our supporters.



In partnership with Cinderlands Brewery, [Con Pane](#) is an IPA created with bread rescued locally from DiAnoia's Bakery.



Legal & Regulatory Compliance

We'll work together to ensure that all labeling complies with local and federal regulations, including any claims related to the use of rescued ingredients.

Both parties should review and address any liability concerns related to the use of rescued food in the brewing process. We can provide guidance on the legal protections available under the Good Samaritan Food Donation Act.

Past Collaborations

- Con Pane – [Cinderlands Beer Co](#), [DiAnoias Eatery](#), 2019, 2022, 2023, 2024 ft. rescued bread
- 412 City Cider – [Threadbare Cider House](#), 2018 – 2021, ft. harvested fruits
- Rescue Berry Shake – [East End Brewing Company](#), 2019, ft. rescued and donated berries
- 412 Kvass – [Strange Roots Experimental Ales](#), 2019, ft. rescued bread
- Thanksgiving Day Kvass – [Strange Roots Experimental Ales](#), 2019 ft. rescued bread aged with rosemary and cranberry
- LOAF – [East End Brewing Company](#), 2016 ft. rescued bread
- FORAGED – [Wigle Whiskey](#), 2016 ft. harvested apples and crabapples

Let's Raise a Glass

This toolkit is designed to guide our collaboration and ensure that together we create a product that's both innovative and impactful. We look forward to raising a glass with you!

For inquiries, ingredient sourcing, or to discuss potential collaborations, please contact:

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