

YMC Activity Report on Webinar with Breer held on 25 November 2021

Our city wastes up to 3,600 tonnes of food every single day, and bread is one of the most wasted food items. HKWMA is delighted to invite Breer, a local start up food upcycling brand that uses surplus bread to brew beer, to share about their adventure and ambition in addressing the prominent problem of food waste in Hong Kong.

Breer uses the surplus bread to replace malted barley to brew beer. These loaves of bread contain many of the ingredients that are used to make beer – grains like wheat, barley and rye - which can be used to replace malted barley and yeast typically used in traditional beer-making. Breer commissions local breweries, who dry the bread, crush it into croutons, seep them in water and mash, drain and boil them before adding in hops and going through a fermentation process to brew their upcycled beer. They work with local breweries to upcycle the discarded loaves into their first two products: lager and pale ale. The first batch production of 500-litre beers was finished in October 2020. The batch was sold to local bars and retail outlets and captured some media attention. The team was excited about the initial success and immediately thought about scaling up.

Within a year of setting up, Breer has collaborated with various bakery chains and local craft breweries for collecting surplus bread and brewing of beer. The company has also worked with food and beverage giants in collaborative projects and developed co-branded projects. In this journey, Breer seeks product distribution support by forging food and beverage alliances with the same mission of supporting social ventures. To further enlarge the collection network, they have also created a tailored made App which connects collection points and dispatch to make logistics more transparent. In the future, it will be used to manage bakeries, breweries and distribution partners. Loyalty programs, a sustainability scorecard and online shop for the drinker's community can also be anticipated.

Each Breer can help customers contribute towards SDG12 & SDG13: with each can, a customer is able to save 20g of surplus bread, 0.3 meters of landfill capacity, 0.009 tonnes of carbon dioxide emissions, 0.055m³ of water, all while helping to spur the economy of Hong Kong by promoting upcycling of otherwise wasted resources. CHEERS TO SUSTAINABILITY!

To try and support on this local draft beer, you may order via the link below, www.breer.com.hk HKWMA members can enjoy 10% off discount from this coupon code: **HKWMA**.