



Tapping Into a Better Future

Muswell Hillbilly Brewers Publishes First Sustainability Report

PRESS RELEASE - March 2026

Muswell Hillbilly Brewers (MHB), the independent craft brewery based in Muswell Hill, North London, has published its first sustainability report - a comprehensive review of the social, economic and environmental impact of its operations across brewing, hospitality and community venues.

Prepared in partnership with **Sustainability on Tap**

<https://www.sustainabilityontap.co.uk/>

The report examines how MHB's choices around energy, packaging, local sourcing and community investment shape its overall sustainability profile. Rather than relying on abstract frameworks, it offers a grounded, transparent account of where the brewery stands today and where the opportunities lie.

Key findings from the report

MHB's brewery runs entirely on electricity with no gas usage, and approximately 98% of its power comes from renewable tariffs. This gives the business an exceptionally low direct emissions profile - just 0.67 tonnes of CO₂e in Scope 1 - significantly below typical figures for a brewery of this size.

The brewery's keg-first, taproom-led model also plays a major role. By selling the majority of its 22,000 litres of annual production on-site or locally in reusable kegs, MHB avoids the heavy carbon cost of single-use glass bottles and long-distance distribution - two of the biggest environmental drivers in the wider brewing industry.

Total estimated emissions for 2024–25 came in at 146.33 tonnes of CO₂e. The report reveals that the largest share of this footprint - over 93% - sits within the supply chain (Scope 3), driven predominantly by food procurement for Hillbilly Social, the brewery's community pub and restaurant in Bowes Park. This "hospitality effect" means that menu design, not the brewing process, represents the single biggest lever for future carbon reduction.

Community roots

Beyond environmental performance, the report highlights MHB's role as a local employer and community anchor. The brewery employs 18 people across brewing, hospitality, kitchen and events roles, all paid at London living wage or above, with most staff living in the local area.

Hillbilly Social, which opened at 101 Myddleton Road in Bowes Park, brought new life to a building that had stood empty since the closure of The Step in March 2020. It now operates as a pub, restaurant and events venue, hosting live music and community gatherings throughout the year.

MHB also prioritises working with other independent local producers - stocking beers, ciders and spirits from across North London, sourcing coffee from a local roaster, and sending all spent grain to College Farm in Finchley for use as cattle feed.

Looking ahead

The report identifies six priority areas for continued improvement: evolving the food menu towards lower-carbon options, installing water sub-metering for efficiency benchmarking, exploring heat recovery from the brewing process, investigating modular CO₂ capture technology, expanding the use of English-grown hop varieties, and growing the bottle return and refill programme.

Co-founder Martin Hodgson said: "We've always tried to do things the right way - brewing locally, selling locally, keeping things simple. This report helps us see clearly what's working and where we can do better. We're proud of what it shows, and we're committed to acting on it."

The full report is available to read on our website.

About Muswell Hillbilly Brewers Founded in 2016 by four local home brewers in Muswell Hill, MHB operates a production brewery, taproom and community pub across three North London sites. The brewery produces approximately 22,000 litres of beer annually, primarily in kegs, with a focus on quality, locality and sustainability.

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About Sustainability on Tap founded in 2025, is a business consultancy that supports small businesses across the UK, with a particular focus on the food and beverage industry. Our mission is to help these businesses position themselves for the future by becoming more sustainable while simultaneously driving profit.

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