

SUSTAINABILITY REPORT · MARCH 2026

MUSWELL HILLBILLY BREWERS

BREWING SUSTAINABLY IN NORTH LONDON SINCE 2016

A ground-up look at how a small, independent craft brewery in **Muswell Hill** approaches social, economic and environmental sustainability — from the grain to the glass.

Prepared by **Sustainability on Tap**.

22K

Litres / yr

ANNUAL PRODUCTION

18

People

EMPLOYED LOCALLY

98%

Renewable

ELECTRICITY SUPPLY

0.67

tCO₂e

SCOPE 1 EMISSIONS

SOCIAL

01

- 18 staff paid London living wage across brewing, hospitality & events
- Revived the former "The Step" venue as Hillbilly Social community pub
- Hosts local events, live music & community gatherings
- Most employees live within the local area

ECONOMIC

02

- Taproom model keeps revenue & value local
- Sources drinks from North London independent producers
- Coffee from local roaster as stout flavouring
- Diversified revenue across brewing, pub & events

ENVIRONMENTAL

03

- Fully electric brewery — zero gas usage
- Keg-first packaging reduces single-use waste
- Spent grain sent to local farm as cattle feed
- Natural conditioning removes need for forced carbonation



THREE CONNECTED SITES

BREWERY

TAPROOM

HILLBILLY SOCIAL

MUSWELL HILL

20.85 m² production brewery
Electric, renewable tariff
Brewing & fermentation

AVENUE MEWS

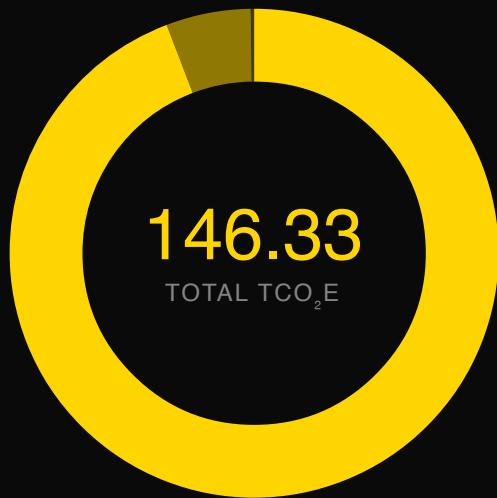
31.97 m² direct sales
Transitioning to renewable
Events & on-site consumption

BOWES PARK

112 m² community venue
Electric, renewable tariff
Pub, restaurant & events



CARBON FOOTPRINT 2024–25



SCOPE 1

Direct emissions — vehicles & fugitive gases (0.5%)

0.67

SCOPE 2

Purchased electricity (5.6%)

8.24

SCOPE 3

Supply chain — ingredients, food, packaging & waste (93.9%)

137.42

THE "HOSPITALITY EFFECT"

Scope 3 is dominated by **Purchased Goods & Services (127.03 tCO₂e)**, driven primarily by food procurement for Hillbilly Social — not brewing ingredients. Meat, dairy and fresh produce for the

kitchen far outweigh malt and hops. This means MHB's biggest lever for carbon reduction is menu redesign, not brewing process changes.



ANNUAL INGREDIENTS



BASE MALTS

4.4t

Muntons, UK



CRYSTAL MALTS

0.5t

Simpsons, UK



DARK MALTS

0.25t

Weyermann, DE



HOPS

133kg

UK, EU, US, NZ



YEAST

19kg

Northern France



OPPORTUNITIES FOR IMPACT REDUCTION

01

MENU & FOOD SOURCING

Largest carbon lever — increase plant-forward options and source lower-impact proteins at Hillbilly Social.

02

WATER EFFICIENCY

Deploy sub-metering to benchmark against the industry target of 2.8–3.5l water per litre of beer.

03

HEAT RECOVERY

04

CO₂ CAPTURE

Capture energy from boiling processes via insulation and heat exchangers.

New modular tech can capture fermentation CO₂ for reuse, cutting reliance on external supply.

05 ENGLISH HOPS

Expand use of local English hop varieties to reduce food miles and support UK agriculture.

06 BOTTLE RETURN & REFILL

Grow refillable container programmes to further reduce single-use packaging waste.

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