



THREE CHEERS FOR A 99% RECYCLING RATE

- » Established in 1869, Caledonian Brewery is a producer of award-winning beers and ales based in Edinburgh. Part of the Heineken Group, they still hand-produce their beers rather than using machinery.

THE CHALLENGE

When SITA UK performed an on-site waste audit back in March 2009, the brewery was found to be sending almost all of their waste to landfill, with the exception of spent grain and a small amount of paper. The company relied almost solely on skips and large general waste bins for all of their rubbish.

THE SOLUTION

Following the waste audit, SITA UK were employed by Caledonian Brewery to change the way they operated and divert as much of their waste as possible away from landfill.

SITA UK immediately introduced large bins for mixed recycling, collected weekly, and glass, collected on demand, alongside the general waste facilities. Skips were removed and are now only used on one-off occasions for large clean-out operations, and even this waste is taken to a materials recycling facility (MRF) or sorting station and recycled wherever possible.

SITA UK staff spent time working with the brewery staff to bring them up to speed with the new waste procedures, including holding toolbox talks (special training sessions for staff, either one-to-one or in small groups) and handing out educational leaflets encouraging people to recycle wherever possible.



RESULTS AND BENEFITS

Only a month after these changes were implemented, Caledonian Brewery recycled a massive 99 per cent of all their waste, including spent grain. Thanks to their work with SITA UK, they are now recycling almost all of the waste rather than sending it straight to landfill.

There is now a strong desire in the company to do even more. Around 10,000 cups a year will now avoid landfill after the company switched to models made from vegetable starches which can be recycled and composted.

After running an awareness day during World Environment Week and inviting suggestions from brewery staff, SITA UK has since introduced a bin for small metals on site on a trial basis, the contents of which will be recycled when full. A bin for hazardous waste is also being delivered, meaning that the current weekly general waste collections should soon be reduced to fortnightly collections. »



WHY SITA UK?

Representatives from SITA UK took the time to work with Caledonian Brewery to understand their existing practices and analyse their requirements, allowing them to deliver instant improvements that have been embraced by the staff.

“We are always keen to work closely with our customers and establish a good relationship so we can move forward together. The staff at Caledonian Brewery have been brilliant since day one, listening to our advice and agreeing to take the plunge with us by implementing some bold changes which are now paying huge dividends.

“We are delighted to have helped them turn around their performance so that they are now recycling almost all of their waste rather than sending it to landfill, but it could not have been done without all their hard work and enthusiasm. We look forward to working together to make even more improvements over the next few months.”

- Claire Stewart, Corporate Account Manager,
SITA UK

“The Caledonian brewery was keen to minimise its impact and dependence on landfill whilst continuing to brew award winning beers; our partnership with SITA UK has helped us achieve a step change in this area in a short period of time. This is due to the very pragmatic solutions brought forward by SITA UK and the commitment of the workforce at Caledonian to embrace positive change.”

- Steve Brown, Brewery Manager,
Caledonian Brewery

