

Castle Lite now brewing beer using renewable energy

To rise above South Africa's energy supply disruptions caused by loadshedding, beer brand Castle Lite is reducing its reliance on the national grid and making the switch to renewable energy to brew its beer.



Source: Supplied

All seven of its breweries in South Africa contribute to this through solar power, with Alrode brewery in Johannesburg also making use of bio-gas facilities. From January to August this year, the seven breweries generated over 9.7GWh of renewable electricity, Castle Lite said, adding that this switch has also resulted in 9,443 tons of Co2 emissions reductions since the start of the year.

100% renewable by 2025

The brand is on a journey to be 100% brewed with renewable electricity and to fully switch to renewable sources by 2025. The move is in line with the South African Breweries (SAB) and holding company, Anheuser-Busch InBev (AB InBev), global commitment to the 2025 Sustainability Goals in climate action by adding renewable electricity capacity to regional grids and reducing Co2 emissions across the globe.

“We know how important sustainability and our environmental future is for South Africa, but sometimes, it feels like such a big task that we can’t do anything to make a difference. As a brand that prides itself on innovation, Castle Lite is making the switch to brew with renewable electricity in order to ensure that making a difference is easier.

“Our consumers can do their bit by choosing a beer that is not only hugely enjoyable and super refreshing, but is also reducing its load on the national power supply with its production, ensuring there is more to go around,” says Castle Lite brand director, Colleen Duvenage.



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Duvenage continues, “As a business and brand of our magnitude, it is our responsibility to ensure we are leading the way in sustainability initiatives. Castle Lite is committed to switching to brew 100% of our extra cold refreshment with renewable electricity by 2025 ... Castle Lite is not just playing a part in being the change we want to see in the world but we are actively forging the way forward so that others can follow and do the same.”

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