



For Immediate Release
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New Report Shows MillerCoors on Cutting Edge of Sustainability Efforts

MADISON – The Wisconsin Business Council (WBC) on Wednesday applauded member organization MillerCoors for its sustainability efforts, which are highlighted in a new report released by the company this week, titled “Great Beer, Great Responsibility.”

The report details company performance in five areas over the course of 2009: alcohol responsibility, environmental sustainability, sustainable supply chain, people and communities, and ethics and transparency. Among the company’s key accomplishments were:

- Reducing total energy consumption by 3.6%
- Reducing landfill waste by 20%
- Reducing packaging materials by approximately 11 million pounds
- Expanding the Miller Lite Free Rides program, which provides safe transportation to those who need it on major holidays
- Allocating 7.4% of its total yearly expenditures to diverse suppliers

“This report demonstrates exactly why MillerCoors continues to be a national leader in corporate responsibility,” said Phillip Prange, President and CEO of the Wisconsin Business Council. “By taking voluntary steps to reduce its environmental impact and support the communities in which its products are sold, MillerCoors is able to grow its business successfully and conscientiously.”

To view the complete report, please visit www.greatbeergreatresponsibility.com.

The Wisconsin Business Council is an organization that seeks to support Wisconsin’s economic climate and quality of life through collaboration, improved public policy, and private sector initiatives. For more information, please visit www.wibusiness.org.