

Remmarlöv Farm Brewery  
Remmarlöv, Scania, Sweden



**Local beer with  
sustainability as unique  
selling proposition**

**SME SIZE:** Mirco, 7 employees

**SECTOR:** Food

**INDUSTRY:** Alcoholic beverage production

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## Background

The farm craft brewery in Remmarlöv, in the region of Scania in Sweden, has been founded in 2014 by a farmer of the 5th generation and his wife. What started as a hobby has grown to a successful business with a yearly production of 250 000 liters and over 80 different products, of which several have won awards. The brewery is eco-certified and about 30% of their products are organic.

In Sweden, the alcoholic beverage sector is steered by the federal liquor monopoly (Systembolaget) which is the main sales channel for craft breweries and steers beer product development through tenders. Remmarlöv's other sales channel is direct sales to restaurants. On-site farm sales is not permitted in Sweden, but a change of law is being investigated by the Swedish government.

# Lessons

**In contrast to other mirco breweries that invest a lot of resources to follow fluctuating beer trends, this craft brewery chose to make use of their advantage of having a farmer's mentality and being located on a farm and made sustainability their unique selling proposition.**

# Sustainability Origin Story

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Influenced by the owner's farmer mentality (e.g. frugality, reusing resources) and a feeling of responsibility for the surrounding nature, sustainability has been unconsciously integrated in the company from the beginning. Exchanging with other craft breweries made Remmarlöv realize that their operations and ways of handling waste were more sustainable compared to craft breweries in urban areas. This led to a sharpened sustainability profile which Remmarlöv uses as a unique selling proposition. Their sustainability practices stretch over the entire value chain: from sourcing local malt and producing their own solar and wind energy, recovering heat through heat exchangers, an onsite wastewater treatment plant that reuses wastewater on the farm fields, feeding spent grains to the cattle on the neighboring farms, the investment in the canning line to offer beer in lightweight cans, innovating products that contain more resilient heritage barley, and educating customers by sustainability information on the can labels.

Remmarlöv intentionally chose to invest resources in long-term and often invisible sustainability work, instead of following the latest, fluctuating beer trends as many craft breweries do. Nevertheless, in a micro-sized company economic aspects are important for survival, and Remmarlöv therefore has to follow certain beer trends despite being unsustainable (e.g. hoppy IPAs requiring a lot of imported hops from the U.S.). Remmarlöv believes in a long-term change or beer trend towards a more sustainable beers and tries to balance these trade-offs.

# Key Sustainability Practice

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## Practice: Local, low-waste and low-carbon production

Sourcing local malt

Sourcing organic ingredients / producing organic beer products

Recovering heat through heat exchangers

On-site wastewater treatment with reusage in the farm fields

Centrifuge beer instead of filtering to reduce water, energy and beer loss

Feed spent grains (draft) to cattle

On-site wind and solar energy production

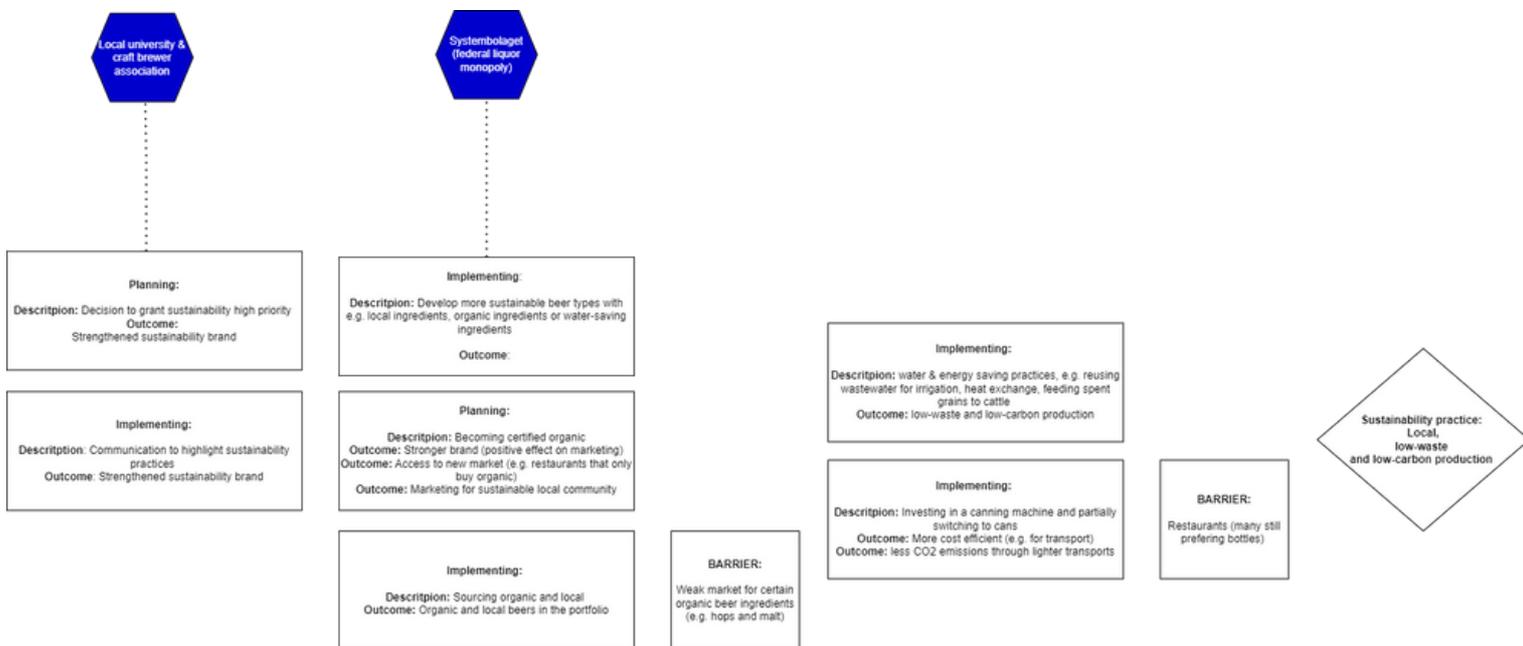
Product innovations with more sustainable ingredients, e.g. more resilient ancient malt variety or a less water-intensive hops variety

Collaboration/ experiment with neighbouring farmer to grow a perennial grain to be used as malt

Educating customers about product sustainability through information on beer labels

# Sustainability Pathway Map

The activities, actors and processes that produce Remmarlöv's sustainability outcomes represented visually in an organizational pathway map.



Remmarlöv's sustainability practices contribute to the UN Sustainable Development Goals:



# Enabling Factors

Remmarlöv's sustainability practices are enabled by a number of key actors, policies, resources, and partnerships:

Organizational enabling elements	
Internal elements	Farmer's mentality that makes sustainability a priority
	Location on the countryside and enough space that enables certain sustainability practices (on-site wastewater, re-use of wastewater, spent grains)
	Communication skills to raise customer awareness (with the limited communication options that are available in the restricted alcoholic beverage sector in Sweden)
	Organic certification allowing to enter Systembolaget's tendering processes for organic beer and opens up new market segments, e.g. restaurants that only buy organic beer.
External elements	The federal liquor monopoly pushed the production of organic craft beer for a while, is now out after beers with local ingredients and has started a sustainability labelling to highlight sustainable products on the shelves.
	Good relations to surrounding farmers
	Capacity building event on sustainable brewing principles organized by Lund University and Scania's alcoholic beverage producers' association triggered Remmarlöv to sharpen their sustainability profile and use this as unique selling proposition.

# Arresting Factors

Remmarlöv has a few barriers that hinders or stall growth or progress on their sustainability work:

Organizational arresting elements	
Resources	Restricted time to work on sustainability aspects
	Organic malt varieties are very limited which restricts product development of 100% organic beer. Organic hops is hard to obtain due to low supply on the market and high demand from large breweries.
External factors	A small-scale craft brewery needs to follow beer trends, even if unsustainable (hoppy beer styles, bottled beer instead of more light-weight canned beer)

# Amplification Mechanisms

SME need:	Potential Amplification Process (Addressing the needs of the SME would potentially trigger the amplification mechanism):	Proposed Capacity Building/Experimentation to support:
<p>Best practice catalogue about sustainable practices for small-scale breweries and help with the implementation</p>	<div data-bbox="627 792 994 1191" data-label="Diagram"> <p><b>GROWING</b></p> <p>similar context</p> </div> <p>Growing: expansion of the impact range. Initiative still works the same way across a geographical location, organisation, or sector.</p>	<p>Sharing/ networking platform to share best practices and to discuss with other breweries and other companies</p>
<p>Limited access to organic malt</p>	<div data-bbox="627 1494 994 1812" data-label="Diagram"> <p><b>TRANSFERRING</b></p> <p>similar context</p> </div> <p>Taking an initiative and implementing a similar but independent one in a different place, adapted to the new but similar local context</p>	<p>Collaboration with a local farmer to grow the perennial grain Kernza, which is a more sustainable grain compared to conventional barley</p>