



THE HEARTLAND — INITIATIVE —

2018 IMPACT REPORT



2018 was an tremendous year for Devils Backbone! As our business expands across the region, we continue to stand strong and committed to our community. Inspired by our mission and values, the Heartland Initiative ensures that we meaningfully impact our community through philanthropy and sustainability. From the bottom of our hearts, we thank each and every one of you for your continued support and for the success of Devils Backbone! Sit back, relax, and enjoy reading the milestones we are celebrating as we look ahead to new projects and partnerships to come.

Steve Heidi

Steve & Heidi Crandall
Founders



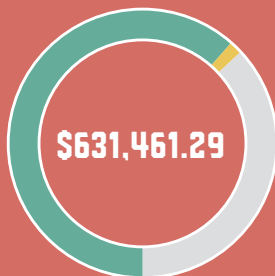
2020 GOALS: A CHECK UP ON PROGRESS

When we launched the Heartland Initiative in 2017, we set big goals for improving our community over a four year timeframe. Now that we're halfway there, we're making good progress, with much more to come in the years ahead.

GOAL
1

**INVEST \$1 MILLION
IN OUR COMMUNITY**

PROGRESS



- 98% monetary donations
- 2% donated meals & merchandise

GOAL
2

**VOLUNTEER 4,000
HOURS OF SERVICE**

PROGRESS



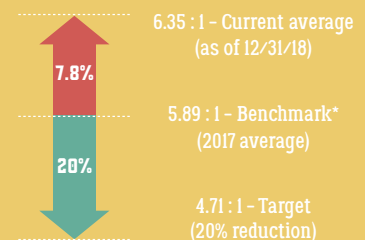
1,554.20 HOURS
BY DB FAMILY
& FRIENDS

In the year ahead, we are challenging our employees to volunteer one day (8 hrs) of service in their communities. For those who complete the challenge, DB will donate \$100 to a nonprofit of their choice!

GOAL
3

**ACHIEVE 20% REDUCTION
IN BARREL OF WATER TO BARREL OF
BEER RATIO**

PROGRESS



Our water usage increased slightly last year, but we are committed to reaching our goal! New processes like reduced rinse-outs in the brewhouse, more efficient cleaning practices, and can-rinser adjustment will help us get there.

* Oops, we made a mistake! In our last Impact Report, we incorrectly said that our average ratio from 2017, to serve as our benchmark, was 5.6 BBL water to 1 BBL of beer. The correct average ratio for 2017 is 5.89 BBL water to 1 BBL of beer, and so we have corrected our previous report, and will use this figure moving forward.

PROGRAM OVERVIEW

With 5 core pillars of focus, the Heartland Initiative serves our community through special programs and partnerships. Our hard workin' employees designed this effort, basing it off our values and co-founders' giving spirit. Read on to learn more about each pillar and milestones from the year.

PILLAR	OBJECTIVE	2018 HIGHLIGHTS
 NEIGHBORS	Support our communities through donations and sponsorships, with a focus on hunger relief	<ul style="list-style-type: none"> • 212 organizations received a donation or sponsorship, 85% within Virginia • 112,913 meals provided by partners through special events and fundraisers led by DB
 INDUSTRY	Advance the field of craft beer through brewery education and training programs	<ul style="list-style-type: none"> • 2 interns hosted in our Outpost production brewery from Virginia Tech • 14 students completed inaugural General Certificate in Brewing Class at Piedmont Virginia Community College. DB provided an instructor, as well as grant support to help lower tuition costs for students.
 FAMILY	Nurture our employees' philanthropic passions through volunteering and the Heartland Series	<ul style="list-style-type: none"> • \$12,000+ raised through the Heartland Series, our quarterly brew benefiting staff-selected charities • Pink Boots Society, Humane Society/SPCA of Nelson County, Rockbridge SPCA, The Honeybee Conservancy, and the Leukemia & Lymphoma Society served as this year's Series honorees.
 ENVIRONMENT	Preserve our Blue Ridge surroundings in partnership with the Chesapeake Bay Foundation and the Appalachian Trail Conservancy	<p>DB proudly contributed:</p> <ul style="list-style-type: none"> • \$62,000 to CBF from the Striped Bass Pale Ale program, funding the restoration of over 6 million native oysters • \$39,617.11 to ATC from the Trail Angel Weiss program, supporting efforts to protect and preserve the Appalachian Trail
 OPERATIONS	Minimize our footprint through waste reduction and resource efficiency	<ul style="list-style-type: none"> • 100% pre-consumer organic material composted from our Basecamp Brewpub kitchen • Water kaizen project initiated to identify and implement reduction mechanisms

STORIES OF IMPACT

TRAINING THE NEXT GENERATION OF BREWERS



Brewing wasn't always on the radar for Casey Feher, a rising senior and Food Science & Technology major at Virginia Tech. She started college with a focus on food research and development, but after taking an intro to brewing class, she was hooked. Casey loved the science and creativity involved with making beer, and she was eager to hop into the industry and learn more. Devils Backbone was thrilled to bring Casey on board as an intern in our production facility last summer. She quickly became an integral part of the DB family, and even extended her stay with us through the end of the year to absorb as much about brewing as possible. While Casey is leaving us this spring to finish her degree, she won't be gone for too long - with her passion for beer and commitment to the DB mission and values, Casey will join us as a full-time member of the family this summer!

ENDING HUNGER THROUGH TECHNOLOGY

How do you reduce hunger in a sustainable way, if you don't know who needs food, where they live, what health issues they face, and if their food needs are being met? These questions inspired the launch of Link2Feed, an innovative new program run by the Blue Ridge Area Food Bank in Verona, Virginia. A member of Feeding America, the BRAFB provides food to 200+ partner agencies across the Blue Ridge area, including our local food pantries in Nelson County and Lexington. Over the next few years, BRAFB will implement Link2Feed, a secure, cloud-based software program, to collect and track data from clients across its distribution area. Through Link2Feed technology, BRAFB will develop a deeper understanding of food insecurity in our area, and how they can effectively position their work to address that need over time. Devils Backbone believes that this initiative will impact the wellbeing of our community in significant ways, and for many years to come. To that end, over a two year period, we will proudly donate \$30,000 to the BRAFB to help them build, implement, and manage this software program. We applaud the BRAFB's leadership in addressing the issue of hunger through technology and innovation, and for making significant strides in supporting the health and nourishment of our neighbors in need.



Blue Ridge Area
FOOD BANK

A member of
FEEDING AMERICA

PARTNERS

The Heartland Initiative is only possible with the generous help and support of our nonprofit partners. We were thrilled to partner with these organizations on our programs in 2018:

Appalachian Trail Conservancy

Blue Ridge Area Food Bank

Chesapeake Bay Foundation

Humane Society/SPCA of Nelson County

Leukemia & Lymphoma Society

Nelson County Pantry

Piedmont Virginia Community College

Pink Boots Society

Rockbridge Area Relief Association

Rockbridge SPCA

The Honeybee Conservancy

Virginia Tech

COMMUNITY SIGHTS & SOUNDS

See the Heartland Initiative come to life! Click on the images below to learn the stories behind our partnerships to protect our beautiful Blue Ridge environment.

Founders Steve & Heidi Crandall Share the Striped Bass Pale Ale Story



Partnering with the Appalachian Trail Conservancy to Preserve & Protect the Appalachian Trail



Heartland Series honorees making an impact in our community are profiled as part of WNRN's Hear Together Program. Click on the logos below to hear their stories.



LEUKEMIA &
LYMPHOMA
SOCIETY®

JOIN US!

HERE'S HOW YOU CAN HELP US MAKE A DIFFERENCE IN OUR COMMUNITY:

Tell us about your nonprofit donation or sponsorship need. We'd love to help! Visit us at bit.ly/dbheartland for more information.

Stay tuned for details on our Heartland Series Adventure Pack, hitting stores at the end of 2019. Each beer will benefit a charitable cause selected by our DB family.

Purchase our Striped Bass Pale Ale or Trail Angel Weiss, and we'll donate \$1 to the Chesapeake Bay Foundation and Appalachian Trail Conservancy, respectively. •

Visit bit.ly/dbheartland or email heartlandinitiative@dbbrewingcompany.com to learn more about our program and how you can be involved.

*Devils Backbone donates \$1/case sold of Striped Bass Pale Ale to the Chesapeake Bay Foundation (5/1/17 to 5/31/21, minimum \$10,000 up to \$40,000/year) and \$1/case sold of Trail Angel Weiss to the Appalachian Trail Conservancy (1/1/19 to 12/31/21, minimum \$35,000 up to \$100,000/year) Enjoy Responsibly. ©2019 Devils Backbone Brewing Company, Lexington, VA