



Presidential Brewing

Kalamazoo, MI

Presidential Brewing Company was founded by three brothers in Portage, Michigan. The venture started as a social event called New Beer Friday, where family, friends and community members would gather to enjoy interesting home brews. But given the varied political, economic and philosophical tastes in the room, the family saw potential for something even better than good beer.

The Challenge: Presidential Brewing Company decided to do things the right way from the beginning – for their newfound community and for Michigan’s environment – by building the most efficient space they could. They took up space in a former laser tag building and began the ambitious process of renovating it into a brewery and tap room—with energy efficiency in mind from the start.

The Solution: The core of Presidential Brewing’s energy efficient brewing system is its indirect fire brewing kettle. Instead of burning gas at the bottom like most standard kettles (which causes outside heat loss), the indirect kettle design uses a modulating burner that blows hot air onto an enclosing jacket, which captures more heat and uses much less energy. They were also able to install a glycol chiller to cool its fermentation tanks individually rather than keeping an entire room cold. Presidential also installed an efficient pump system for moving liquids around the brewery, along with highly controlled LED lights in its brewpub, to ensure electricity used for lighting is as efficient as possible.

The Result: By utilizing Consumers Energy’s energy efficiency rebates, Presidential Brewing was able to use the savings to invest in an 18-hole mini golf course and built an outdoor garden space for customers to enjoy. This project that began making interesting beer has flowed into an energy savings incentive of \$1,962 for this new brewery.

Project Details

- **Upgrades:**
 - Lighting
 - HVAC
 - Variable Frequency Drive
 - Building Automation Systems
- **Overall Incentive:** \$5,222
- **Annual Electric Savings:** 31,145 kWh
- **Annual Natural Gas Savings:** 120 Mcf
- **Estimated Annual Energy Cost Savings:** \$3,115



Jake Loshe, owner, discussed the brewery's planning process:

“I’m the type of person who likes to invest a little stronger capital up front in order to make sure that, over the long term, we’ll see a greater payoff.

As we were looking at things like energy efficiency, we wanted to be sure that we were set up for the long haul, not just right now.”



Energy Savings in Action:

Presidential Brewing's contribution to energy efficiency excellence made them eligible to apply for the annual Consumers Energy Project of the Year competition. The brewery's ingenuity, innovation and dedication to creating an energy efficient environment that lowered energy costs and saved thousands of dollars, primed them to win first place in the Small Commercial category, which included statewide recognition and a \$15,000 award.

We are here to help

The biggest challenge in reducing energy use in your business is knowing where to start. Consumers Energy is here to help.

The Business Energy Efficiency Programs team will guide you every step of the way to provide a simplified, hassle-free process.

See how energy efficiency can save you thousands of dollars:

Visit [ConsumersEnergy.com/startssaving](https://www.consumersenergy.com/startssaving) and download the application or call **877-607-0737** to learn more.