

## Welcome!

If you are a craft beverage manufacturer interested in seeking **BetterBev Recognition**, you have come to the right place.



## What It Is

Available across New England and beyond, the BetterBev Green Craft Beverage Recognition program strives to help you, as a craft beverage manufacturer, assess your facility operations, identify process improvement opportunities, and reduce business costs through open-source information sharing and providing guidance to save resources. Managed by state and university Technical Assistance Providers (TAPs), BetterBev is funded in part by the Environmental Protection Agency and comes to you at **no cost**.

## Why Do It

Regardless of whether you achieve recognition or not, you will have access to any resources found on the [betterbev.org](https://betterbev.org) website. Should you achieve recognition, you will join an ever-growing population of craft beverage manufacturers demonstrating their commitment to environmental stewardship. Joining this group will give you:

- Access to the uniform and easily recognized BetterBev logo, which can be displayed on your website and packaging.
- Inclusion on a map of those recognized on the [BetterBev website](https://betterbev.org).
- A printed certificate of recognition.
- 3rd party support in your efforts to continuously improve.

## How It Works

Knowing that craft beverage manufacturing includes several industries as well as individual manufacturers varying significantly in size, complexity, and resources, we're pulling together a process that we hope works for everyone. As it stands, we have built a [Self Assessment Workbook](#) for breweries, with those for other industries currently in the works. In our commitment to not allowing perfect to be the enemy of good, we will work with what we have for now. So, please follow the process below that best aligns with what you make and sell:

### Breweries

- Please complete the [Self Assessment Workbook](#).
  - Regardless of your score, you will receive an email that includes your answers and total score.
  - If you receive a minimum score of 68 (30%) of the 227 points possible, this will trigger recognition.
  - If you do not receive a minimum score of 68, we'd be happy to help you get there.

### Other Industries (spirits, cider, kombucha, wine, coffee, milk, soda, etc.)

- Please contact [your state representative](#) to start the process.