



*Advice and
financial incentives
to become more
Energy Efficient*

Molson Moncton Energy Efficiency Champion- Small and Medium Industrial sector

The Moncton Molson Brewery has fully embraced the national company goals to “be recognized for world class corporate responsibility” and to be a leader in global energy efficiency. Molson Moncton has consistently achieved or exceeded the company’s national 4% annual energy reduction targets.

The brewery has done so by building that reduction target into the performance objectives of all employees; embedding a vested interest in the entire workforce to achieve those goals. Molson Moncton employees aren’t afraid to employ new ideas or re-think processes at the brewery in order to ensure it operates more efficiently.



“Energy efficiency is the type of thing that has been drilled down into all levels—from Brewery Manager Tim Farley shutting off his office lights when he leaves each day to the last guy out shutting off all the lights in the plant,” says Gary Cook, the brewery’s Chief Engineer.

And with energy metrics in meeting rooms and throughout the plant, energy usage and reduction is

on everyone’s mind and work plan. “One of our keys to success is in making energy usage information available to everyone— energy use is visible, so that everyone is involved and invested in the results.”

The Molson Moncton Brewery was designed and built with high energy efficiency standards in 2005, and since then, staff have focused on further optimizing energy efficiency in all areas of the plant.

In 2008, Molson Moncton redesigned their piping system to allow air compressors to read tank pressure, rather than line pressure. This, along with a small piping change, enables the brewery to run one of their air compressors much less (more than 100 hours a week less), contributing greatly towards their 32% reduction in electricity usage to date.

To reduce natural gas usage the brewery engaged with a local company to build a program that sets back the steam pressures on the boilers at different time-based intervals – similar to setting back thermostats in a home. After observing heat-up cycles and adjusting start-up times the brewery has been able to reduce their natural gas usage by 33% since 2008.

Using the skills of their technicians, Molson Moncton has changed program recipes in order to reduce water usage by 36%. Meters were installed in strategic locations and a Utility Monitoring System was also set up, so the brewery can detect abnormalities and resolve them in an efficient and timely manner.



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Gary has taken a number of courses to increase his knowledge and awareness in the effective use of energy at the brewery, and has passed on that information to the rest of the Brewery team, helping employees carry out energy reduction projects of their own.

“The systematic approach we take to process improvement projects ensures we are making sustainable changes,” says Gary. And those changes aren’t going without recognition; in 2010 Molson Moncton won Moncton Industrial Parks Association Green Award.

Molson Moncton is now taking part in Efficiency NB’s Small and Medium Industry program and, with the help of industrial knowledge and financial incentives, will identify larger capital energy efficiency projects that will help them achieve annual energy reduction goals. The brewery is well on track to accomplishing its goal of leading the way for Canadian Molson Breweries in energy efficiency.



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