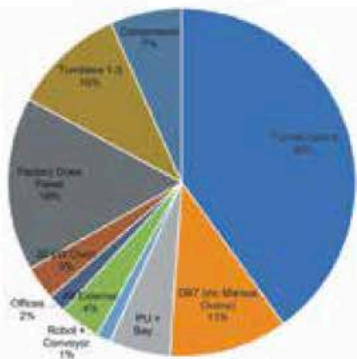


Significant savings, waste reduction & sustainability

Food and Drink Matters is pleased to announce that Sustainable Direction has been awarded with our Sustainability Company of the Month profile in light of their dedication to helping companies increase resource and energy efficiency, and better their economic, environmental and social performance.

Sustainable Direction was established in 2007 by John Henry Looney. John Henry has extensive experience in the environmental engineering industry and is even noted as one of the UK's first climate change researchers. He then moved into consultancy and contracting and has since worked with numerous mechanical, electrical, process and chemical engineering companies, as well as many large and SMEs as clients in the UK and in over 20 countries.

He then set up his own firm, Sustainable Direction Ltd, so that he could better provide expert sustainability services to medium and large corporations up and down the country and overseas. We spoke to John Henry about what the company had to offer, to which he explained, "Sustainable Direction works closely with clients to understand the ins and outs of their processes. This includes their sustainable, economic and social practices, figuring out the life cycle for energy and resources within the company. After studying the process flow and mass balance of a company, we can then figure out the best way to meet their needs and help them reduce wastage,



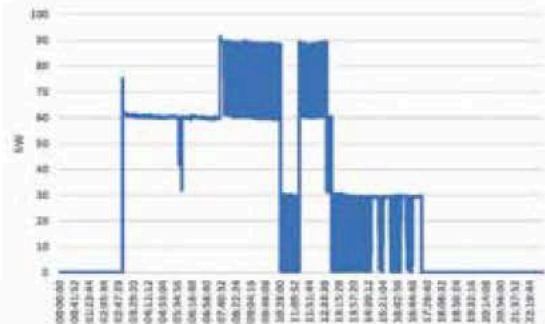
Plant energy use pie chart



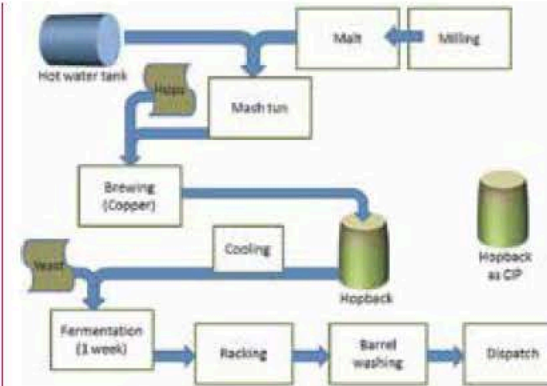
Water treatment before and after

improve engineering practices and increase overall sustainability. We champion an EPCM approach, offering engineering and construction expertise, procuring suitable vendors, equipment and tools, and managing processes in the most efficient and cost-effective way."

The Gloucestershire-based company has worked with numerous industries across the country, including within the food and beverage sector. They have worked with breweries, whiskey distilleries, dairy companies, creameries, crisp manufacturers and soft drink producers to increase energy, waste efficiency and achieve significant cost savings. With their help, clients can see exactly



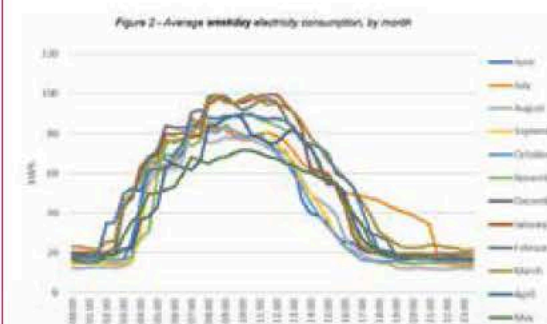
Oven usage graph



Example of brewing process flow

how their processes are running. For example, a dairy company might use anywhere up to 180,000 litres of milk a day. Whether the product ends up as cream, waste or is sold on as bottled milk, the company should be able to account for every drop. This ensures process efficiency, which is integral to figuring out the overall efficiency of the company, where costs are going towards and what improvements need to be made.

Sustainable Direction worked with Otter Brewery and managed to halve their wastage to nearly 1:1 product to wastewater ratio. As a result, the brewery was able to downsize their treatment plant, saving a staggering £150,000 and helping to



Plant energy use graph



John Henry at Otter Brewery

save £60,000 per year. Outside the UK, Sustainable Direction has clients abroad, recently on Alderney and in Ireland, and has also helped get the right resources for a project in Vietnam, which will help improve the energy efficiency of the water supply for the whole country. Sustainable Direction has also been chosen to help 2 Degrees with a project for a large food store chain in order to help their suppliers improve their environmental performance. Sustainable Direction will be leading a webinar on the best sustainable practices, helping their supply chain understand energy and meet renewable energy targets and save money.

The team at Sustainable Direction will also be attending the upcoming Cornwall Chamber of Commerce Event on Sustainability, where John Henry is the key-note speaker. Here, they will be demonstrating how their services can help companies be more successful. If you would like to get in contact with the company, then be sure to look below for contact details. More information can also be found by visiting the website below.