

RED BRICK ROAD CIDER

TASMANIAN
CLIMATE
CHANGE
OFFICE

CASE STUDY

THE PROJECT

The business has a unique 'pop-up' bar design, which presented an opportunity to convert waste cider generated during drink service into spirit.

BACKGROUND

The business generates very little residual waste during production, and product is mainly served in venues, reducing the need for retail packaging. Compostable cups are used for serving cider at outdoor events and waste cider from spill trays is collected at all venues and events. The business recently acquired a still and already produces a top-shelf Tasmanian gin.

OBJECTIVES

Undertake new product development for a spirit distilled from waste cider collected in drip trays during drink service.



The business has a small portable drum under the bar at each venue to capture waste cider from spill trays during service.

TARGETS

Establish processes for collection and storage of waste.
Conduct production trials and product testing.
Standardise and take to full production.



OUTCOMES

WHAT WAS IMPLEMENTED?

Procedures for cider waste collection introduced and staff trained.

Zero product waste achieved at two venues and most events.

Recycling bins installed at CiderWorks site.

FOGO bins introduced at Launceston Night Markets to collect compostable waste.

Sustainability students from University College toured the production process.

KEY ISSUES

As founders, we can be very responsive and creative but we have to prioritise the day-to-day issues that inevitably arise in small business.

Collecting and transporting waste is added work, so I had to get the whole team onboard.

PERFORMANCE AGAINST TARGETS

The ReGINeration project resulted in the commercialisation of two new products: Gin Garden Cider and Ginposter Zero Alcohol Gin.

Future bar waste will be used for commercial gin and the business is trialling spirits derived from other wastes, such as coffee grounds.



“We are very efficient at many things already because stinginess is a waste-fighting super power!”

Karina Dambergs

Cidermaker, Red Brick Road Ciderworks



Cider waste collected during service is returned to the CiderWorks in Deloraine and distilled to produce spirits.

LESSONS LEARNT

The hardest issues to tackle are people not process.

It is extremely hard to eliminate plastic from food manufacturing.

Sustainability is more easily achieved when there is an economic driver.

Small changes can be made but Tasmania also needs a whole-of-system approach.

The Business Resource Efficiency Program (BREP) is delivered by Business Action Learning Tasmania (BALT) in partnership with the Tasmanian government.

For more information about BREP

Visit www.businessactionlearningtas.com.au/brep

For more information about this case study

Email BALT at admin@businessactionlearningtas.com.au

BREP participants included:

Nichols Poultry
Botanical Resources Australia
Direct Edge Manufacturing
Penguin Composites
Bridestowe Lavender
Red Brick Road Ciderworks
Jinglers Creek Vineyard
pitt&sherry
Drysdale Training Restaurant
CPT Engineering
ThinkBig Printing

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