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**Media Contact:**

Stevan Allen / 916.448-1336

[stevan@allenstrategic.com](mailto:stevan@allenstrategic.com)

## **Devil's Canyon Brewery Partners with Pure Energy Group to Generate Energy from Organic Waste**

*Groundbreaking New System Begins Operation this Month*

**SAN CARLOS, Calif. (April 15, 2014)** – [Devil's Canyon Brewery](#) and [Pure Energy Group](#) (PEG) today announced their joint partnership creating a landmark sustainability model that will allow the brewery to reduce organic waste by generating on-site energy using breakthrough anaerobic-digestion technology.

"The new system is expected to dramatically improve the brewery's bottom line by generating on-site bio-gas and electricity while significantly reducing the amount of spent grains from the brewing process", said Chris Garrett, owner of Devil's Canyon.

Installation of the dedicated waste-to-energy facility was completed last month, and is now undergoing a series of final tests before becoming fully operational in May, 2014.

"We are excited at the prospect of being one of the first craft brewery's to successfully convert organic waste to on-site renewable energy," Garrett said. "We anticipate the new system will eliminate more than 50 percent of our spent grains and generate a substantial amount of the gas and electricity required to operate the brewery."

Building upon patented technology initially developed at Utah State University, PEG's specially configured tanks and the proprietary fully automated control package allow naturally occurring microbes to repeatedly attack organic waste to extract most of the energy remaining in the spent grains. The root process, known as anaerobic digestion, is based on accelerating the natural decomposition of organic materials in an oxygen-free environment and capturing, then consuming the energy produced.

“While anaerobic digestion technology has been around for a long time, the PEG system at Devil’s Canyon is one of the first in the world that has been designed and built in a way that can be profitably adapted to smaller specialized applications like craft brewing,” said Brandon Julian, CEO of PEG. “We believe our system represents a true game-changer for sustainability because it creates maximum energy value, less waste and a rapid return on investment for breweries.”

The new energy system coincides with other major upgrades at Devil’s Canyon Brewery.

“We’re looking forward to showcasing this landmark system in a few months once we have completed a rigorous cycle of testing and monitoring,” said Julian. “This process will provide us with the hard data and metrics to document the significant waste reduction and energy generation at the brewery. We can’t wait to share this data with the nation’s craft brew industry. So stay tuned.”

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**About Devil’s Canyon Brewery Company:** Devil’s Canyon Brewing Company, located in the heart of the San Francisco bay area peninsula, produces award-winning, handcrafted beer and root beer centered on the most premium ingredients. Prior to the 1780’s the canyon portion of Belmont and San Carlos was known as “la Canada del Diablo” or Devil’s Canyon. Since opening its doors in 2001, Devil’s Canyon Brewery has won over 35 awards for our craft beers and received the 2009 “People’s Choice” award at the San Francisco International Beer Festival and in 2013 was voted favorite Bay Area Brewery by SF A-List readers. Visit [www.devilscanyonbrewery.com](http://www.devilscanyonbrewery.com) for more information and all the latest news.

**About Pure Energy Group:** Pure Energy Group is a Utah-based renewable energy company that engineers, designs and builds complete turnkey anaerobic digestion systems that use its patented Induced Bed Reactor technology. The company assists processors in the following industries to harness energy from organic waste: malting and brewing; wine and spirits, dairy and cheese; juice and beverage; food, vegetable and fruit; meat and poultry. For more information, visit us at [www.pureenergygroupllc.com](http://www.pureenergygroupllc.com)