



beer for good

Real talk: Our business impacts the environment. As such, we approach all operational aspects with a commitment to better business practices and reducing those environmental impacts.

THOUGHTFUL SOURCING & WASTE REDUCTION



We work directly with growers, focus on seasonality, and source organically whenever possible.



Pure's spent grain, our largest brewing byproduct, is repurposed as cattle feed. Other organic waste is repurposed, and we recapture our water for reuse.



Even our merch is sourced from companies that share our core values of sustainability, charitable giving, and ethical operations.

WHERE WE CAN'T REDUCE, WE OFFSET



We calculate the emissions created in all aspects of our business—from sourcing to manufacturing to shipping—and everything in between! We then offset these emissions through the purchase of verified carbon credits.



We also calculate all of our plastic usage and offset those through verified plastic credits.

WE GIVE BACK, TOO

We donate 1% of total sales to the conservation and regeneration of the wild places that sustain us. We also work with groups locally to support the health of San Diego's community ecosystems, food sources, and watersheds. **To date, we have donated \$450,000+ to our partners!**



WHILE YOU CAN COUNT ON US FOR THE FRESHEST, BEST-TASTING BEER AROUND, YOU CAN ALSO FEEL GOOD ABOUT OUR COMMITMENT TO MAKING A POSITIVE IMPACT IN THE WORLD—PROTECTING THE PLANET AND USING BEER AS A FORCE FOR GOOD.

CORE BRANDS

AVAILABLE: YEAR-ROUND (FORMATS: 1/2 BBL, 1/6 BBL, CASE)

RAIN

PILSNER | 5.3% ABV

A CRUSHABLE, CRISP,
AND CLEAN PILSNER

FLORAL, CRISP, CRUSHABLE

FIRST PLACE PILSNER WINNER
IN THE 2023 SAN DIEGO
BEER NEWS AWARDS



TROPICAL MIST

CITRUS BLONDE ALE | 5.1% ABV

REFRESHING, CITRUSY BLONDE
FEATURES 5 LBS. OF ORGANIC
VALENCIA ORANGES PER BARREL

INCLUDES PURE'S PROPRIETARY
YEAST FOR CITRUS NOTES AND
EXCEPTIONAL BODY



PURE WEST

WEST COAST IPA | 6.3% ABV

REFRESHING, MEDIUM-BODIED
IPA WITH A TOUCH OF LINGERING
BITTERNESS

FEATURES NELSON SAUVIN,
CITRA, STRATA & SIMCOE HOPS

CLEAN, BRIGHT, HOPPY



DIAMOND DUST

MURKY IPA | 6.7% ABV

JUICY BODY WITH LUSH TROPICAL
FRUIT FLAVORS

FEATURES CASHMERE AND
MOSAIC HOPS

FAN-FAVORITE SINCE 2017



beer
for
good

GET STARTED

SCAN THE CODE TO SET UP YOUR
ACCOUNT AND START SERVING A
BETTER PLANET IN A PINT GLASS



WWW.PUREBREWING.ORG

SCAN TO LEARN MORE

