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CONTACTS:

Mark Ballering
Steep & Brew Coffee
608 223-0707 ext 228
mb@steepnbrew.com

Maitri Meyer
SunPeak
(608) 338-9949
maitri@sunpeakpower.com



Steep & Brew Now Offers *A Greener Cup of Coffee*™

Madison Coffee Roaster partners with SunPeak to install solar atop their facilities.

Madison, WI –July 6, 2016 –Wisconsin-based coffee roaster, Steep & Brew is now producing a greener cup of coffee for its customers throughout the Midwest with electricity generated from the sun. SunPeak, also a Madison company, recently completed the installation of 315 Solar PV Panels atop the coffee company’s combined office, roasting facility and distribution center in Monona. The 80 kW solar photovoltaic (PV) system will produce 80% of Steep & Brew’s electrical needs, and is the largest solar installation by a coffee roaster in the Midwest.

Steep & Brew’s Mark Ballering expressed his motivations for investing in solar, “It just seemed like the right thing to do for the community, our employees, and our customers, not to mention the planet! Employees have expressed their pride in and appreciation for our company’s social and environmentally responsible actions. Customers have a lot of choices, and being a socially and environmentally responsible brand is one of Steep & Brew’s differences.”

Steep & Brew has long been socially and environmentally conscious. In addition to community involvement in and around Madison, the company provides assistance to its organic and environmentally conscious grower partners throughout the world through its organic Café Fair brand. Cafe Fair is also certified by Fairtrade America, The Rainforest Alliance, and the Smithsonian's Migratory Bird Center. Monies from those coffee purchases go back to the organic coffee growers for investment in their communities. "By installing solar, we’re doing our part to be environmentally responsible, which goes hand-in-hand with what we expect from of our grower partners" Ballering noted.

In the first 30 days of operation, the solar system has offset significant amounts of energy that would have otherwise been generated with fossil fuels:

- 7.09 barrels of oil saved
- 1.3 households (4 people) energy saved
- 7.12 tons of CO2 saved
- 57,442 miles driven with an electric vehicle saved

SunPeak has a solid record of solar installations in the region. In 2015, SunPeak was the largest installer of customer-sited commercial solar PV in Wisconsin, installing over one-third the statewide capacity for the year. SunPeak develops projects throughout the United States, and is focused on the Midwest.

Other Wisconsin-based solar projects that SunPeak has completed include Central Storage & Warehouse, Ale Asylum Brewery near Madison's airport, Letterhead Press in New Berlin, and Corrim Company in Oshkosh.

“Solar electricity now competes directly with fossil fuel-based energy sources,” continued Sorenson. “SunPeak is aggressively lowering the installed cost of solar, making solar an attractive long-term investment. Our technology and process enable manufacturers, medical facilities, data centers, education facilities – basically any large users of electricity - to turn to solar for a significant source of their electricity needs.”

About Steep & Brew

Steep & Brew was founded in Madison in 1979, and is a privately owned company. The company roasts and distributes several brands of coffee to Cafes, Grocers, Co-ops, and Convenience Stores throughout the U.S. Its coffees are available online as well. Brands include Steep & Brew, Café Fair, and World Cup. Steep & Brew's founder, Mark Ballering, continues to be actively involved in the business.

More information at www.steepandbrewcoffee.com or (608) 223-0707 ext. 226

About SunPeak

SunPeak is a turnkey developer of commercial solar systems, handling feasibility studies, financial payback analysis, system engineering, installation, and ongoing maintenance. Projects typically range from 100 kW to 5 MW and offer significant cost savings relative to conventional utility rates. The company was founded in 2014 by Chad Sorenson and a team of leading global solar developers who have completed more than 350 MW of installations on three continents over the past decade, including projects in Canada, Germany and Japan.

More information at www.sunpeakpower.com or (608) 535-4554.

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Photos plus more project information can be found at:
<https://www.sunpeakpower.com/steep-brew-coffee>