



FREQUENTLY ASKED QUESTIONS

Answers to common questions about the BetterBev recognition program for breweries, wineries, and distilleries



GOOD FOR YOUR BUSINESS

Reduce waste, improve efficiency, and lower operating costs.



SHOWCASE YOUR COMMITMENT

Use the BetterBev logo in marketing, on packaging, tasting room signage, and more.



REGIONAL RECOGNITION

Join other craft beverage producers leading the way in sustainability.



FREE TECHNICAL ASSISTANCE

BetterBev and CTDEEP staff are here to help you every step of the way.



FREE

No cost, this program is free!



VOLUNTARY

This is a voluntary self-certification program.



NOT A REGULATORY PROGRAM

These best management practices (BMPs) are not intended to become additional regulations.

1

How long does it take to complete the assessment?

The assessment questionnaire should take between 30 minutes to 1 hour to fill out.

2

Do I need to have 'yes' in every question?

No, you do not! You only need 30% of the total amount of points to become recognized. We focus on continuous improvement and the best management practices not implemented can be used as future improvement. If you do not reach the 30% we will work with you to help you improve and achieve the BetterBev recognition.

3

Are these questions going to turn into additional regulations?

No, these best management practices (BMPs) are not intended to become regulations.

4

Is EPA or state government regulating my brewery/winery/distillery during this process?

No, this is a voluntary assessment program meant to provide recognition and technical assistance.

5

What is CTDEEP's role in the process?

CT DEEP is the BetterBev representatives in CT & provides FREE technical assistance and recognition for facilities, funded through an EPA grant.

6

Why should I become BetterBev recognized? How will it help my brewery/ winery/ distillery?

By participating in this program, facilities are recognized for their environmental sustainability. The pollution prevention BMPs help reduce operating costs and environmental impact. You can use the BetterBev logo for marketing online, on packaging, tasting room signage, etc. BetterBev representatives can provide technical assistance to facilities who wish to improve their operations and reduce their environmental impact.

7

What is BetterBev? Is it local or national recognition?

BetterBev originally began as New England program, however it has expanded in 10 states as of July 2026 and working towards becoming a national craft beverage recognition program.

8

How much will it cost me to be BetterBev recognized?

Nothing, this program is free!

9

Are there any other breweries and craft beverage manufacturers I can talk to that have done this and would tell me the pros and cons?

Yes, we have recognized breweries, wineries, and distilleries. A list of participants in the program can be found on the BetterBev website (betterbev.org).



You're Already Doing Great Things!

Already recycling, conserving water, or using sustainable practices? You may already be closer to BetterBev Recognition than you think.

We're here to help!

CONTACT US

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