



Gold Member The White Hag Irish Brewing Company

About the Company

Established in 2013, the White Hag is a craft brewery based in Sligo that specialises in the brewing, canning, packaging, and distribution of beer for its customers both in Ireland and internationally. The White Hag brewery consists of a production facility with onsite packaging of its beers, focusing on quality and consistency across its annual beer calendar. The company has small batch production capabilities for development, refining new products, as well as seasonal one-off beers.

Spotlight Target Area: Packaging

The White Hag’s mission is to be Ireland’s first craft brewing company that cares for employees, community, and the planet in all activities, with the vision of becoming the most sustainable small brewery in Ireland. Over the years, packaging has been a barrier for the company, but in recent times, the White Hag has redoubled its efforts and is committed to becoming plastic free by 2025.

In 2021, the company exceeded its Packaging target, reducing the number of rolls of plastic pallet wrap purchased by 36% and subsequently achieved exemplary performance within this area. It also introduced additional plastic reduction initiatives, such as eliminating the use of plastic on cans and investigating the potential for a sustainably sourced pallet wrapping made from sugar-cane. Overall, the White Hag performed strongly throughout 2021 in a range of additional target areas, including Supplier Certification, Waste, and Community Engagement, showcasing a firm and ongoing commitment to sustainability within the company.

Membership Tier 4

Minimum Origin Green Targets Required Annually = 5

Exemplary Performance Target Areas

Raw Material Sourcing	Raw Materials & Suppliers	★
	Packaging	★
Manufacturing Process	Energy/Emissions	
	Water	
	Waste	★
Social Sustainability	Product Health and Nutrition	
	Employee Wellbeing	
	Community Engagement	★
	Diversity & Inclusion	
Additional Targets	Biodiversity	
	Approved Sector Specific Target	



Sustainability Programme
GOLD MEMBER
2022

“The White Hag has always strived to be innovative and forward-thinking within our brewing, and our involvement with Origin Green has presented a new opportunity to weave these same ideals into all areas of our company, and our wider community. We are delighted our efforts have been recognised through the Gold Membership.”

Paul Mullin, MD