

Brewery's Carbon Crush aims to put Net Zero industry solution on the lips of many

Carbon capture and storage may not be on everyone's lips – but a Grimsby brewery is helping change that.

Having hosted the launch of the [Humber Industrial Cluster Plan](#) – with the technical solution to get heavy industry to Net Zero at the heart of it, Docks Beers has introduced a new ale to help spread the word of the huge regional economic opportunity.

Naturally, it is low carbon, with the 'Carbon Crush' 5 per cent IPA, brewed using specially sourced hops produced with 10 times less CO₂. And it has been given a superhero theme by the brewery's turn-to design agency, Grimsby's SourceFour, as they aim to make the message as accessible as possible, working with industry organisation Catch – the driving force behind two years of work on the decarbonisation agenda.

Read more: ['Groundhog Day' carbon capture briefings stall vital Net Zero development – CCSA](#)

Katie Hedges, director of membership and low carbon strategy at Catch, said: "Catch and its partners have been collaborating on something a bit special – getting a plan in place for net zero industrial emissions by 2040. We wanted to launch a new beer with Docks Beers to raise awareness of the opportunities that our region has. They have come up with a beer that focuses the mind on all things lower carbon in industry and one which we hope will help cement in the minds of local people their active role in making this net zero ambition happen.

"With our local skills, expertise and hard graft we can build

these CO2 capture pipelines, start making some hydrogen and bring down our emissions!



Docks Beers' Kate Douglas, left, character Carbon Catcher and Katie Hedges, launch the promotional tippie.

(Image: Docks Beers)

"It's important we talk to communities that live in our region to understand what this means for them. We want to hear from local people to understand what this means to them, their jobs and the career prospects for our young people."

Alongside the Brookhouse hops, Lincolnshire malt keeps the carbon footprint down, while the imagery will feature on beer mats and a dedicated website landing page too.

Will Douglas, Docks Beers director said "You can't miss the 6ft cardboard cut out of the superhero Carbon Catcher in our taproom, plus you can scan the beer can to find out more about

carbon capture and storage and Catch. We hope this helps start more conversation about CCS.

“Docks Beers have established a reputation for celebrating hard graft and embracing the spirit and heritage of our industrial workforce. Our products feature the real-life experience of a 24/7 working culture and our customers have helped build our area’s industries, fix their equipment, maintain their facilities and make sure operations run smoothly 365 days a year. “This is exactly the community which Catch wants to hear from.”

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