

# Recharge Minnesota Participant Case Study



*Recharge **Minnesota** is a program that supports and publicly recognizes top companies, schools, civic leaders, and others who take specific steps to encourage greater electric vehicle (EV) adoption, consistent with statewide clean air goals. Participating organizations pledge to take action on programs that include installing EV charging stations at the workplace, promoting electric vehicles with employees and the public, and reviewing their own fleet of vehicles for opportunities to convert to electric or plug-in hybrid vehicles.*

## Invictus Brewing Company EV Program Highlights:



Offers 2 dual-port Level 2 charging stations and 4 Tesla chargers free for community members.



Plans for rooftop solar installation to provide about a third of their power requirements.



Four of six owners currently drive an EV.

Read Invictus Brewing Company's profile for a complete overview on their EV initiatives.

# RECHARGE | MN PROFILE

## INVICTUS BREWING COMPANY

Word of mouth is how Invictus Brewing Company became sold on electric vehicles (EVs). Specifically, conversations among the business's owners, with four out of the six driving an EV.

"Once you consider the efficiency arguments, once you experience the performance, once somebody drives an electric vehicle, people are sold. I've converted some pretty tough skeptics, brought them over to the electric side. I am a big believer in just leading by example," says Sam Villella, one of the owners.



Invictus Brewing Company, Blaine, MN

The camaraderie and loyalty of EV drivers is not unlike that of the brewery's customer base, the owners say. The brewery, also fondly referred to as the "community center," has hosted several EV owner group meetings, and the turnout has been robust.

"From my experience, most electric vehicle owners share a belief that they are going to support those who support them," says Sam. "If a business provides charging, EV drivers are going to go out of their way to support them. And they're loyal. If we say we are going to have an electric vehicle gathering, we can fill the parking lot with a post on social media, just like that."



Available Brewery Charging

Invictus Brewing hosts four Tesla fast chargers and two Level 2 chargers that are free of charge on a first come, first serve basis.

Owner and General Manager Previn Solberg says, "It's just a smart business decision, to garner clients and customers, but even more important, it's just doing the right thing. Anybody who knows anything about the brewing community knows that sustainability and breweries go together."

With EV models becoming more diverse and widely available, Invictus Brewing Company has a goal of purchasing an electric delivery truck when models such as GM's BrightDrop hit the market. They also hope to complete their planned rooftop solar installation this year, which will provide about a third of the brewery's energy.

"Nobody should buy a car without a plug. 'No plug, no deal,'" Sam says. "I can't imagine driving anything but electric."

Learn more about Invictus Brewing Company at [invictusbrewingco.com](http://invictusbrewingco.com)

