

A two-story white brick building with a wooden shingle roof. The building has several windows with dark frames and a large glass door on the ground floor. A wooden deck with two black chairs and some potted plants is in the foreground. The text 'THE DOGFISH INN' is overlaid in large white letters.

# THE DOGFISH INN

Water conservation and beer-centric amenities cause quite the brouhaha

**SPEAKMAN**<sup>®</sup>  
FOR THE LOVE OF WATER



## Getting Down With Mother Nature in Lewes, Delaware

The Dogfish Inn, home to a modern aesthetic and forward-thinking ideas, has designed each of its 16 rooms to celebrate the bygone era of family vacations, big cars, and endless summers. But though it may feel like the fun and sun will never end when you're surrounded by beautiful (and delicious!) reminders of the inn's nearby parent craft brewery, Dogfish Head, purveyors are acutely aware of mother nature's precious and limited resources.



**“EVERY  
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– Andrew Greeley

## Environmentally Challenged

Above the fireplace at the Dogfish Inn is a slogan hand painted by Sam Calagione, founder and president of Dogfish Head Craft Brewery. It reads: “Welcome to Lewes. Mother Nature, let’s do this!” The hope inherent in that saying is to challenge guests to explore the natural beauty around them, and actively participate in and be inspired by the brewery and inn’s environmentally conscious practices.

“Every product we use at the inn has an impact on the environment and, as Yvon Chouinard said, it is important ‘to live an examined life,’” said Andrew Greeley, whose official title is Off-centered Innkeeper. “We want to minimize our impact as much as possible, so we recently switch over to greener cleaning supplies, use low voltage bulbs in all our lights, and are actively trying to limit our waste stream.”

# Exploring Goodness

The folks at Dogfish know the value of good, clean water and the importance of protecting it. Surrounded by scenic Delaware coastline, and one of the main ingredients of the beer they produce, water is an integral part of their inn, their brewery, and their mission.

The brewery, just down the street in Milton, DE, has a slew of impressive sustainability practices already in place.

“Like a lot of other small, independent businesses, craft brewers take stewardship and sustainability very seriously,” says Mark Carter, Dogfish Head’s Beer & Benevolence guru. “Brewing is so water-intensive that it makes sense for us to focus a lot of our effort on water.”

Efforts include wastewater irrigation systems, repurposing large ingredient containers to make rain barrels, and partnering with the local chapter of the Nature Conservancy to plant a native coastal forest that dramatically cuts storm water runoff, prevents evaporation, encourages soil stabilization, and helps clean water before it makes it to local streams and rivers.

Switching over to low-flow showers while still providing a great guest experience was a natural extension of their water conservation philosophy. “Exploring goodness is at our core at Dogfish Head, but we want to make sure there is enough goodness to go around,” said Greeley. “The less we use in the shower, the more we can use in the beer!”





## Conservation Conversation

Enter the Speakman Reaction, specifically engineered to save water without giving up an ounce of performance.

“When we found the opportunity to switch to the Speakman Reaction shower head, it was a no brainer,” said Greeley. “Speakman is a local Delaware company and one that helps us take care of one of our most valuable resources. And the guest experience has been 100% positive.”

With its spinning turbine engineered to amp up water pressure while keeping gallons per minute to a minimum, guests have been pleasantly surprised that their showers are low flow.

“We tell guests they’re saving water and they can’t believe it. The feedback has been that the water pressure is great,” said Greeley.

Greeley hopes that these guest interactions will go a long way toward not just having a great experience at the inn, but having a lasting impact. “Life is too short to stand naked in front of a nameless shower head and not feel good about saving some water for the next generations,” said Greeley. “At the same time, our culture is one of excess, and we need to shift that conversation. Water is so precious and this is such a great platform for change.”

# Water, Water Everywhere

Sometimes life imitates art, but it doesn't always have to.

"While Samuel Coleridge's Rime of the Ancient Mariner is one of the greatest poems of all time, we don't want to make his line: 'Water, water, everywhere, nary a drop to drink' a reality for our generation or the next," said Greeley. Which is exactly why the Dogfish Inn is happy to see real water savings after switching to the Speakman Reaction.

**175,000**  
barrels of Dogfish Head  
beer brewed/year



**16**  
Speakman Reaction  
shower heads installed



**1.5**  
gallons per minute flow rate



**46,720**  
gallons saved per year



## **ABOUT SPEAKMAN**

Speakman invented showering. For over 140 years, Speakman has pioneered the shower industry, first as a premiere American technology innovator, and continuously as a shower market leader. With the creation of the Anystream® showerhead in the early 1920's, Speakman popularized the modern shower as well as the total shower experience that is still widely imitated. Today, Speakman continues to its focus on performance, craftsmanship, and the stewardship of our most precious natural resource: water. From showerheads and designer-inspired bath collections for the home to fixtures for the hospitality industry and safety products for commercial, laboratory, and industrial environments, Speakman engineers excellence. Visit us on the web, and follow us on Twitter, Instagram, Pinterest, LinkedIn, and Facebook.