

SUSTAINABILITY CORNER

SAVING THE WORLD AND MAKING MORE MONEY ONE STRAW AT A TIME



A PENNY SAVED IS A PENNY EARNED



Increase profit for your business by:

- decreasing expenses
- increasing price points
- marketing both as an asset

WASTED ITEMS = WASTED MONEY

Take the time to ASK your guests if they would the following items – it could save you money and eliminate waste.

Dining In:

- Water
- Straw
- Extra napkins
- Bread and butter
- Chips and salsa
- Crackers/croutons

To-Go:

- Condiments
- Napkins
- Bags
- Straws
- Cutlery



MARKET YOUR ENVIRONMENTAL EFFORTS



- Customers care about the environment. Make them aware of the small changes they can make to help you make an even bigger impact on the environment.
- “We’re saving as much water as we can for our community. Water will be served upon request.”
- “We use compostable straws and utensils. They cost us more, but we are trying to do our part to make the world better.”
- “Please let us know if you need condiments or plasticware with your TO GO order. We are cutting back on landfill in our community by only serving these items upon request.”

STOP SERVING ITEMS UNLESS REQUESTED

The foodservice industry continues to hand out straws like made, even to people who don’t want them. And once a straw hits the table, they typically can’t be served at other tables and are thrown away. The same is true with other products in to-go orders, such condiments, napkins, plastic cutlery and packages of salt and pepper

Do you pour water for each guest automatically? Do you put out bread and butter, chips and salsa, etc.? What about crackers with your soup? It would be a sound business practice to examine each bus tub during a busy service to see how much is coming back into the kitchen of these and other items. Your goal is to save money and save the planet.

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