



# Reach for the Stars

How to make your  
restaurant more  
sustainable

One package,  
one paper,  
one napkin at a time



Think ahead.





# A Survival Guide

While working in the restaurant business in many ways means fun, inspiring and creative work days, it also comes with some challenges. Besides ensuring the delivery of top-quality food and service, there's keeping track of allergies, hygiene, food safety standards and – not the least – profit margins.

We know that you have your plate full. That's why we are here for you. Our years of experience in supporting restaurants and cafés all over the world has taught us quite a lot about the challenges that restaurateurs face, and more importantly – how they can be turned into opportunities to improve the business.

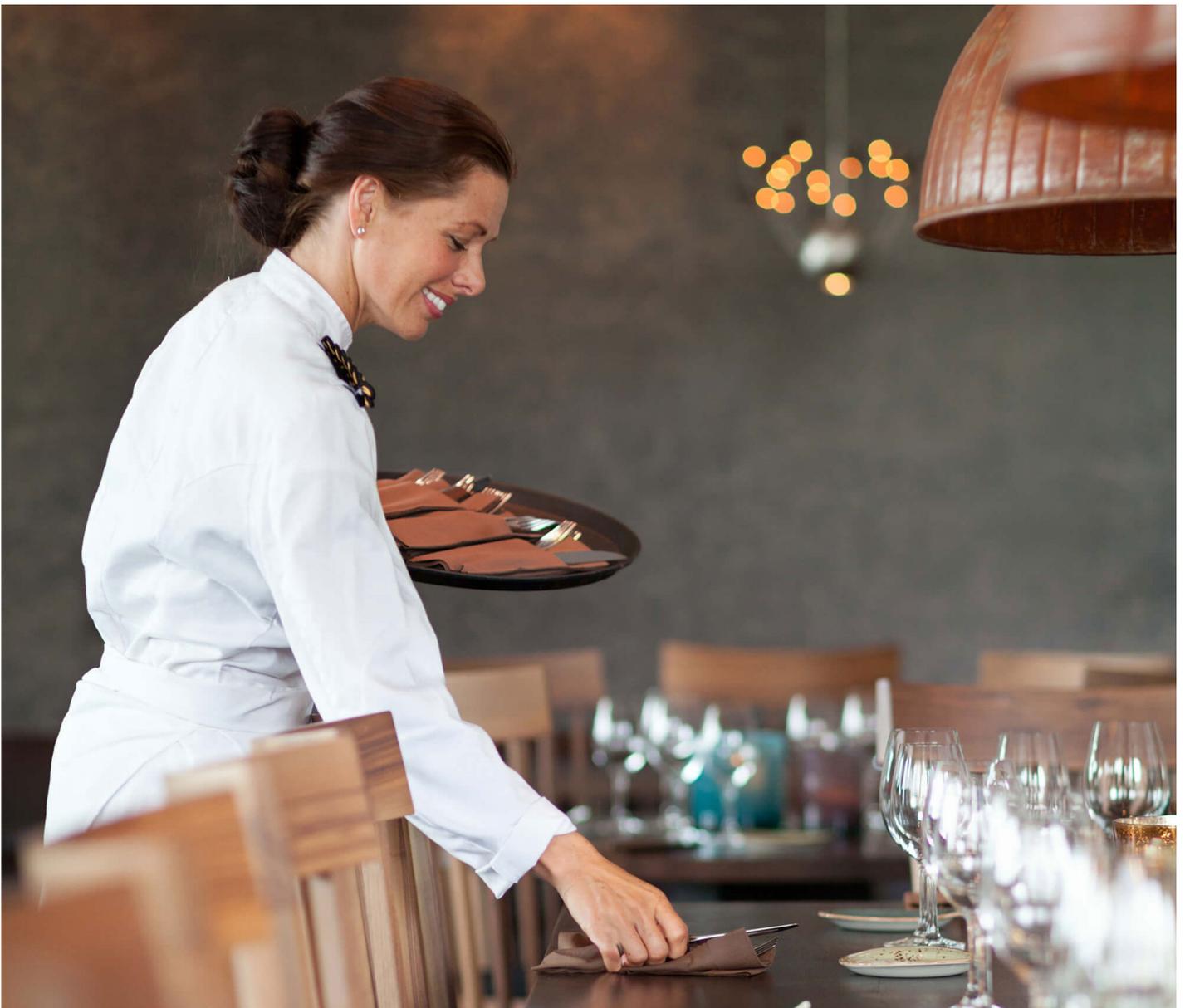
We want to share this knowledge with you, to inspire and empower you as a restaurateur, so that you can reach perfection, reach your goals – reach for the stars.

This is the first part of a report series covering the most important topics and trends that you need to know about to stay relevant in the business. We start off with a subject that is quickly becoming a driving principle across all markets: sustainability.

# Going green – good for the planet, good for your business

Today, sustainability is a top priority for businesses all around the globe. This is crucial since they depend on attracting two groups of people: employees and consumers. New generations increasingly prioritize sustainability and expect nothing less from companies – they will shape their choice of career as well as lunch spot based on environmental factors. This means that adopting sustainable practices is a success factor no company will want to avoid.

**New generations increasingly prioritize sustainability and expect nothing less from companies.**





## Reduce, reuse, recycle

### 3 ways to reduce your carbon footprint & increase profits by spending less

While there are many ways that you can be more sustainable, in this report we will focus on the use of packaging and single-use items, as this is a hot topic in the current climate debate as well as an important factor for consumers in their food choices. As a consequence, cafés, restaurants and bars are starting to embrace the principles of the three R's – reduce, reuse and recycle – to reduce their carbon footprint.

There is no escaping the fact that restaurants depend on packaging and single-use items, whether customers are eating onsite, taking away, or ordering for delivery. So shifting to more sustainable alternatives may seem overwhelming. But don't worry, there are plenty of ways to go green in this area. And like all improvements, they may require some

investment in the start, but in the long run, green investments reap benefits beyond saving the planet: saying goodbye to unnecessary expenses and hello to more customers. A real win-win-win, right?



**Green investments reap benefits beyond saving the planet.**

# Your guests are going green, are you?

**80%**

of consumers think it is important that restaurants and bars behave in a sustainable way.<sup>1</sup>

**53%**

of consumers buy in bulk to minimize use of packaging.<sup>1</sup>

**58%**

of consumers avoid single-use plastic items (straws, water bottles, plastic cutlery).<sup>1</sup>

**74%**

of consumers find single-use cutlery off-putting when they order food delivery.<sup>1</sup>



## Sign of the times: Yelp to rate restaurants' environmental footprints

In 2019, the restaurant review platform Yelp initiated a sustainability rating, where they will ask users if eateries have eco-friendly measures in place, such as no plastic straws, no plastic utensils, no plastic bags, reusable cup discounts and compostable containers. The company plans to make this information available to customers within a year.

# How others in the business are taking action on the three R's

On the next two pages you can read about how other businesses – big and small – take action towards a more sustainable future. Which ones can you get inspired by?

## Reduce

At quick service and fast casual restaurants, paper and plastic waste is inevitable. But many times, napkins, straws and plastic cutlery are supplied or taken by habit rather than actual need. Now restaurants are finding smart ways to control consumption and save unnecessary costs – which is good for both for the environment and for your restaurant's finances.

MOD Pizza, one of the fastest-growing fast casual pizza chains in the United States has

sustainability at its heart, and is always looking for ways to cut waste in all parts of the business. One of the ways this is done is by installing one-at-a-time napkin dispensers in the dining area, so that guests don't take more napkins than necessary.

In Singapore, 4FINGERS have been putting up notices on their straw dispensers to nudge customers into skipping straws.<sup>2</sup>





## Reuse

In a throwaway society, few single-use items are being recycled, which leads to a lot of waste. Now, many restaurants are finding ways to nudge customers to reusable alternatives.

Just Salad in the United States has a reusable bowl program where customers who buy a \$1 reusable bowl get free toppings each visit. So far the program has been a hit: about 25 percent of customers participate, and in 2019 the commitment is to save 100,000 pounds of plastic.

The Huskee Swap is an Australian reusable coffee cup initiative, where participating coffee shops buy Huskee Cups which are later sold to customers for \$16-\$20. The customer can then bring the cup to any other participating coffee shop, which will take it and exchange it for a fresh one filled with their chosen drink.

# Recycle

Expanding a product's lifetime through recycling is perhaps the oldest trick in the book. Now we see restaurants can incorporate recycling not only by managing their own waste, but also by using packaging produced by recycled material.

In Barcelona, the macrobiotic and vegan restaurant 2Y uses recycled trays and cutlery made from corn starch. It also serves the takeaway meals in recycled bags and boxes made from sugarcane pulp.

In London, fast casual chain LEON has teamed up with recycling group Veolia in a pilot where they have installed a "reverse vending machine" at King's Cross station that encourages people to recycle plastic bottles and aluminum cans while on the go. For each bottle or can you get a voucher for 10 percent off at the nearest LEON restaurant.



**With the number of people we serve daily, we needed a way to reduce the amount of paper product that was being needlessly discarded.**

Chris Roberts, Director of Corporate Citizenship at Sodexo Canada

Serving more than 9,000 sites throughout North America, Sodexo harnesses its size and scale to make a positive environmental impact. Sodexo has encouraged 82 percent of its sites to recover used cooking oil. That effort alone was able to amass nearly 77,000 gallons of recycled cooking oil, which was then converted to biodiesel. Other recycling initiatives have been equally successful:

- **95 percent of client sites recycle cardboard**
- **86 percent of client sites recycle paper**
- **81 percent of client sites recycle aluminum<sup>3</sup>**

# Plastics and papers by the numbers

- **By 2050, the Ellen MacArthur Foundation predicts there will be more plastic than fish in the oceans.<sup>4</sup>**
- **89 percent of the plastic in the ocean is single-use plastic items such as plastic straws, bags, and disposable utensils.<sup>5</sup>**
- **Half a trillion disposable cups are manufactured annually around the world; that's over 70 disposable cups per person.<sup>6</sup>**
- **In just the U.S. alone, over 500 million plastic straws are used every day. That's enough to circle the earth 2.5 times.<sup>7</sup>**



# Five tips on how you can improve sustainability

Everyone can find ways to reduce their paper and packaging footprint. Small tweaks in the daily routines can help your restaurant become more sustainable – one package, one paper, one napkin at a time.

We've collected the five top tips to guide you.



## Change to sustainable alternatives

Switch to packaging and paper items with ecolabels and third-party certifications, and invest in smarter products that generate less waste.



## Invest in recycling stations

Install recycling stations to make recycling effortless for both staff and customers.



## Phase out single-use

Identify single-use items that can be phased out, such as straws and paper cups, and nudge customers to bring their own by offering discount rewards.



## Train your staff in sustainable practices

Inform coworkers about the importance of sustainable practices, and make them feel part of a positive change.



## Make it easy to use less

One-at-a-time solutions can help reduce the use of paper and napkins among both staff and customers – while saving both money and the planet.

# Do more with less

Smart Tork solutions to help you become more sustainable

## Reduces Consumption

## Reduces Carbon footprint

## Reduces Waste

### Tork Xpressnap®

is a table-top napkin system with one at-a-time dispensing, ideal for limited-service restaurants.

Reduces consumption by at least **25%**<sup>8</sup>

### Tork PaperCircle®

is a one-of-a-kind recycling service and the world's first system to lower the environmental footprint of paper hand towels. (In select EU countries)

**40%** lower carbon footprint<sup>9</sup>

**20%** less waste<sup>9</sup>

### Tork Reflex™

is the ideal hand and surface wiping solution for professional environments. Single-sheet dispensing controls paper consumption. (Available in EU only)

Reduces consumption by **37%**<sup>10</sup>

### Tork Coreless

bath tissue means less waste and more paper. The compact paper lasts up to five times longer than conventional toilet rolls.

**11%** lower carbon footprint<sup>11</sup>

**88%** less waste<sup>12</sup>

Tork is committed to creating a more sustainable life away from home. We help you deliver sustainable solutions in your business operations, answering customer and consumer needs and demands. Learn more at [www.torkusa.com/about/sustainability](http://www.torkusa.com/about/sustainability).





Think ahead.

#### Sources

1. JWT - The New Sustainability: Regeneration, 2018 (Consumers in United Kingdom, the United States, Australia and China)
2. Read more at <https://www.channelnewsasia.com/news/singapore/reduce-disposables-single-use-plastics-nea-campaign-11608190>
3. <https://www.3blmedia.com/News/Sodexo-Harnesses-Reach-Its-Supply-Chain-Influence-Reductions-Water-Use-and-Waste-Landfill>
4. <https://www.ellenmacarthurfoundation.org/publications/the-new-plastics-economy-rethinking-the-future-of-plastics-catalysing-action>
5. <https://www.unenvironment.org/news-and-stories/story/single-use-plastic-has-reached-worlds-deepest-ocean-trench>
6. <https://ecoffeecup.eco/about-us/nine-alarming-facts-about-single-use-cups/>
7. <https://www.strawlessnewport.org/>
8. Compared to traditional napkin dispensers.
9. Results of a life cycle analysis (LCA) conducted by Essity Tork and verified by IVL, Swedish Environmental Research Institute Ltd, 2017, where the avoided processes have been taken into account.
10. When compared to the Tork Centrefeed system.
11. EU only. According to a Life Cycle Assessment (LCA) comparing Tork Coreless Mid-size toilet paper to conventional toilet paper, the carbon footprint is reduced by 11% over the full product lifecycle using Tork Coreless Mid-size toilet paper.
12. Comparing average waste of Tork Coreless vs. conventional toilet rolls in an office building with 1300 employees.



Think ahead.

[www.torkglobal.com](http://www.torkglobal.com)

