

CASE STUDY: Chicken G's



BUSINESS PROFILE

Name:

Chicken G's

Location:

Mountain View, CA

On-site dining: 54 seats

Take-out: 40%

Warewashing:

3-sink system

Employees: 4



Chicken G's is a counter-service restaurant located in Mountain View right on El Camino Real, specializing in delicious halal prepared fried chicken. When ReThink Disposable approached the owner, Ali Khan, Chicken G's was using mostly disposable foodware for both dine-in and to-go. Much of this stemmed from the fact that a large portion of his business was take-out service. When it was discussed that using reusables for dine-in could help save money as well as being better for the environment, Ali decided to use the support from ReThink Disposable to replace some of the disposable with reusable versions for the customers that do dine-in. Almost immediately after implementing the new foodware, Ali was convinced of the benefits of reusables and is excited to lean in even harder and aim for a full transition to reusable foodware for his dine-in business.



Owner Ali Khan

Changes to serviceware for less waste and more savings:

Paper cups	→	Stainless steel cold cups
Bioplastic utensils	→	Stainless steel utensils

BEFORE and AFTER: Chicken G's switched to a hybrid model of both disposable and reusable foodware for their guests and customers.



THE BOTTOM LINE

- \$5,559 total annual net cost savings
- 51,622 disposable items reduced per year
- 596 pounds of annual waste reduction
- 24-day pay-back period
- \$316 upfront investment for reusable foodware, includes shipping

RESULTS

RESULTS		PACKAGING IMPACTS			COST IMPACTS	
Disposable Product Replaced or Minimized	Recommendation Implemented	Percent Disposable Reduction	Annual Quantity of Disposable Product Reduced	Annual Waste Reduction (lbs.)	Payback Period (months)	Annual NET* Cost Savings After Payback Period (\$)
Paper cup	Stainless steel cup	100%	13,036	114	0.9	\$2,086
Bioplastic fork	Stainless steel fork	60%	7,300	91	1.5	\$657
Bioplastic spoon	Stainless steel spoon	60%	31,286	391	0.2	\$2,816
		TOTALS:	51,622 pieces	596 lbs.	24 days (average)	\$5,559

*Net Cost Impact considers any upfront and ongoing costs associated with the purchase and care of reusable items and capital improvements needed to carry out ReThink Disposable's recommendations. Net cost savings are based on avoided disposable foodware purchases.

ReThink Disposable is a program of Clean Water Action and Clean Water Fund conducted in partnership with local organizations, businesses, and government agencies. Generous support is provided by a changing list of public and private funders. To learn more about the program, its partners, and funders, visit: www.rethinkdisposable.org.



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