

CASE STUDY: Erik's DeliCafé



BUSINESS PROFILE

Name:

Erik's DeliCafé

Location:

Mountain View, CA

On-site dining: 80 seats

Take-out: 40%

Warewashing:

Commercial dishwasher

Employees: 4



Erik's DeliCafé is a sandwich shop chain with 29 locations all throughout California. Even before signing up, the owner of the Mountain View location, Manuel Ortiz, was already invested in trying to phase out the amount of disposable foodware that his restaurant used. With ReThink Disposable's help, he was able to implement a fully reusable dine-in service model. What's more, after one look at the significant improvements that have come from the Mountain View location's switch to reusables, the owner of the Erik's DeliCafé franchise now wants to expand this model to each of his restaurants!



Owner Manuel Ortiz

Changes to serviceware for less waste and more savings:

Plastic straws	→	Metal straws
Plastic clamshells with lids	→	Durable plastic cake plates
Single-use plastic sauce cups w/lids	→	Durable plastic sauce cups
Pre-filled sauces in portion cups and lids	→	Durable dressing cups

BEFORE and AFTER: Erik's DeliCafé became fully reusable for their dine-in guests.



THE BOTTOM LINE

- \$2,432 total annual net cost savings
- 67,786 disposable items reduced per year
- 782 pounds of annual waste reduction
- 1.2 month pay-back period
- Major success in getting customers to choose stainless steel reusable straws

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 (\$)
Plastic straw	Stainless steel bent straw	25%**	13,036	52	2.5	\$104
Plastic clamshell	Durable plastic cake plate	50%	9,125	548	0.5	\$1,643
Plastic condiment cup and lid	Durable plastic ramekin	25%	45,625	183	1.8	\$685
		TOTALS:	67,786 pieces	782 lbs.	1.2 months (average)	\$2,432

*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.

**Estimated owner reported percent reduction.

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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