

# CASE STUDY: Doc's of the Bay Food Truck

**ReThink  
Disposable**  
STOP WASTE BEFORE IT STARTS

## BUSINESS PROFILE

**Name:** Doc's of the Bay  
**Business type:** Food Truck  
**Location:** Emeryville, CA  
**On-site dining:** 0 seats  
**Take Out:** Yes  
**Ware washing:** Yes, at shared kitchen  
**Employees:** 10

**Doc's of the Bay** is a popular food truck that travels the San Francisco Bay Area. Doc's serves a range of classic American comfort food in the form of burgers. On average, Doc's will serve 70-100 meals during the lunch shift and 40-60 during the dinner shift. Like most food trucks, Doc's doesn't have on-site dining, but many customers eat nearby at parks or open space.

## Packaging Practices prior to Rethink Disposable:

- Burgers served in a disposable food tray
- Each burger was wrapped in paper
- Each customer received a stack of napkins



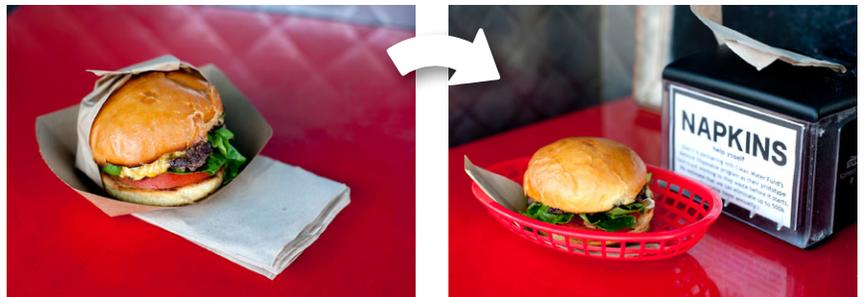
Zak, the founder and owner of Doc's, knew spending on disposable products was significant and was concerned about the environmental impact. However, he wasn't sure how some of the **ReThink Disposable** recommended practices would work for a food truck.

He and his staff did a survey asking customers what they would think if Doc's implemented specific practices to reduce waste. The response was positive, and Doc's agreed to test some of the strategies to reduce disposable usage.

## Recommendations Implemented:

- Replaced disposable food trays with reusable baskets for nearby dining
- Eliminated paper burger wrap
- Offered napkins in a self-serve one-at-a-time dispenser

The **ReThink Disposable** recommendations had never before been applied to a food truck and this pilot was a success! Doc's replaced disposable food trays with reusable baskets for customers who eat near the truck. Staff no longer wraps each burger in paper or gives each customer a stack of napkins. Instead, burgers come unwrapped and customers take their own napkins from a dispenser that releases only one at a time.



**Zak Silverman, Owner:** "Not only did eliminating paper wrap for burgers cut costs, but we're now able to produce burgers faster and have increased the number of people we can serve during a busy lunch shift. And the food looks better!"

## Results:

Recommendation	Products Replaced or Minimized	% Disposable Reduction	Payback Period	Annual Savings <i>(after payback period)</i>	Annual Waste Reduction
Replace disposable food trays with reusable baskets for nearby dining	Paper food tray	21%	12 days	\$1,397	914 lbs.
Eliminate paper burger wrap	Paper wrap	51%	0 days	\$456	1,370 lbs.
Offer napkins in a self-serve dispenser	Paper napkin	64%	18 days	\$175	284 lbs.
<b>TOTAL</b>				<b>\$2,028</b>	<b>2,568 lbs.</b>



**Brandon Smuke,  
Truck Manager:**  
“*ReThink*

*Disposable* has been a huge success for Doc’s of the Bay. The recommendations are working fabulously and we’re seeing benefits well beyond the \$2,000 annual savings. The food looks better than it ever has and customer response has been really positive.”

## THE BOTTOM LINE

- \$2,028 annual reduction in disposable food service ware costs
- 2,568 pounds of waste reduced annually
- Increased production speed, which means bigger events and more customers
- Improved presentation
- Satisfied customers



*ReThink Disposable* is a [Clean Water Fund](#) program conducted in partnership with local businesses and government agencies. Generous support for the program 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](http://www.rethinkdisposable.org).



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