CASE STUDY: On A Roll

BUSINESS PROFILE

Name: On A Roll
Business Type: Food Court Tenant
Location: San Pedro Square Market, San Jose, CA
On-site dining: Eight seats at the food stand with 600 additional seats at the food court
Take-Out: Yes
Transactions per day: 100
Ware washing: Hand washing in a three sink system
Employees: 6 part-time

On A Roll is a popular lunch and dinner destination at the San Pedro Square Market in Downtown San Jose, specializing in a range of delicious Vietnamese cuisine. On a Roll serves an average of 90 – 100 meals a day and half of their customers dine-in at the shared dining hall at San Pedro Square Market.

Packaging Practices prior to Rethink Disposable:

➤ Single-use disposables used for every menu item with no reusable option
➤ Owner concerns about limited dishwashing capacity, storage, and product loss

Victor Le, the owner of On A Roll, defaulted to all disposable food ware because they are one of 15 food businesses located in San Pedro Square Market and he was afraid that his dishes would be lost or thrown away if he tried to implement a reusable option independently from the other food tenants. Victor was also concerned about storage space and dishwashing capacity. But, since Victor spent a lot of money continually purchasing and restocking all disposable food ware, he wanted to find a way to reduce his overhead costs and agreed to give ReThink Disposable’s recommendations a try.

Recommendations Implemented:

➤ Reusable plates, bowls, and baskets replaced disposable food ware
➤ Paper food wrap is minimized

On A Roll successfully implemented ReThink Disposable’s recommendations with minimal challenges and achieved impactful results. Menu items are now served on reusable plates, bowls, and baskets for customers that dine-in. Victor was able to utilize his limited space to store reusable dishes and he worked with the bussing staff of San Pedro Square Market to bring his dishes back to On A Roll without losing any of the newly purchased food ware.

Victor Le, Owner: “I wish all the tenants [at the food market] changed because we would all save money.”
### Results:

<table>
<thead>
<tr>
<th>Recommendation</th>
<th>Product Replaced or Minimized</th>
<th>% Disposable Reduction</th>
<th>Payback Period (months)</th>
<th>Annual Savings (after payback period)</th>
<th>Annual Waste Reduction (lbs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Replace disposable large paper food trays with reusable baskets</td>
<td>Paper food trays</td>
<td>71.4%</td>
<td>0.4</td>
<td>$573.57</td>
<td>469</td>
</tr>
<tr>
<td>Replace disposable small paper food trays with reusable melamine plates</td>
<td>Paper food trays</td>
<td>100%</td>
<td>5.6</td>
<td>$215.41</td>
<td>156</td>
</tr>
<tr>
<td>Reduce the use of paper food wrap by using a half-sheet rather than a whole sheet</td>
<td>Food wrap</td>
<td>33.3%</td>
<td>0</td>
<td>$60.83</td>
<td>43</td>
</tr>
<tr>
<td>Replace disposable paper bowl with reusable ceramic bowls</td>
<td>Compostable bowls</td>
<td>100%</td>
<td>5.2</td>
<td>$462.33</td>
<td>158</td>
</tr>
<tr>
<td>Replace disposable paper plate with reusable melamine plates</td>
<td>Compostable plates</td>
<td>100%</td>
<td>5.2</td>
<td>$924.67</td>
<td>421</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>$2,237.00</strong></td>
<td><strong>1,247 lbs.</strong></td>
</tr>
</tbody>
</table>

### THE BOTTOM LINE

- $2,237 in annual savings after payback period
- 1,247 pounds of annual waste reduction
- 13,298 disposable items reduced per year
- Improved presentation of food and increased customer satisfaction

---

*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).