CASE STUDY: 
Cybelle’s Pizza

BUSINESS PROFILE

Name: Cybelle’s Pizza  
Business Type: Fast casual pizza by the slice  
Location: San Francisco, CA  
On-site dining: 20 seats  
Take-out: Yes  
Ware washing: Three-sink system  
Employees: 10

Ayman, the owner of Cybelle’s Pizza on Bush Street has been challenged to implement reusable food service ware in his fast-paced grab and go style of restaurant. 50% of his business caters to delivery and customers grabbing a quick slice to go. However, he recognized the potential for cost savings if he were to implement reusables for his on-site diners.

Recommendations Implemented:

- Replaced disposable paper plates and pizza boxes with reusable plate for dine-in
- Replaced disposable plastic cups with reusable cups for the self-serve water station
- Reduced napkin usage by placing one centrally located efficient napkin dispenser

The ReThink Disposable recommendations targeted disposable packaging for the dine-in portion of the business. The long and late hours and turnover in staff and drivers made this business a unique challenge. The use of reusable items is easiest during lunch, more difficult at dinner with more customers and a less committed evening staff, and extremely difficult during late night/early morning hours and on weekends due to the “lively” crowd that comes in at those times. Even faced with these challenges, the results of this program showed a significant drop in disposables. Ayman will continue to work with staff to increase usage of reusables during the late night and weekend shifts.

Ayman Shehadel, owner: “This is a great help to small businesses to lower the cost of operation through reduced purchasing costs and reduced disposal costs.”
**Results:**

<table>
<thead>
<tr>
<th>Recommendation</th>
<th>Products Replaced or Minimized</th>
<th>% Disposable Reduction</th>
<th>Payback Period</th>
<th>Annual Savings (after payback period)</th>
<th>Annual Waste Reduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reusable plates for pizza slices and other menu items for dine-in</td>
<td>Paper plates</td>
<td>62.5%</td>
<td>15 days</td>
<td>$1,141</td>
<td>1,795 lbs.</td>
</tr>
<tr>
<td>Reusable cups at the self serve water station for dine-in customers for every shift except late night</td>
<td>7 oz. Plastic cups</td>
<td>40%</td>
<td>2.2 months</td>
<td>$278</td>
<td>164 lbs.</td>
</tr>
<tr>
<td>Replace napkin dispensers on every table with an efficient centrally located napkin dispenser</td>
<td>Napkins</td>
<td>40%</td>
<td>3.8 months</td>
<td>$160</td>
<td>188 lbs.</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>$1,579</strong></td>
<td><strong>2,146 lbs.</strong></td>
</tr>
</tbody>
</table>

**THE BOTTOM LINE**

- 162,946 disposable items reduced per year
- $1,579 annual cost savings after payback period
- 2,146 pounds of annual waste reduction
- Minimal set up costs totaled $84.43

*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).