

# CASE STUDY: Caravaggio Gelateria Italiana

**ReThink  
Disposable**  
STOP WASTE BEFORE IT STARTS

## BUSINESS PROFILE

**Name:** Caravaggio Gelateria Italiana

**Business Type:** Gelato Shop

**Location:** Berkeley, CA

**On-site dining:** 22 seats

**Take-out:** Yes

**Ware washing:** Dishwasher purchased during implementation

**Employees:** 4

**Caravaggio Gelateria** is an authentic Italian Gelateria located in North Berkeley that makes all of their Gelatos in house and also serves Italian Panini sandwiches, coffee and espresso. About 50% of their orders are dine-in. They employ four staff and do anywhere between 100 and 200 transactions per day.



*Four efficient napkin dispensers replaced the old dispensers.*

up cost to implement the program \$2,411. The high up-front cost of the dishwasher made the payback period for each item longer, yet there is still a significant annual cost savings of \$2,301 after the payback period was met to cover and exceed the set-up costs in the future.

## Packaging Practices prior to Rethink Disposable:

- All gelato and beverages served in disposable packaging
- Disposable tasting spoons used for samples
- Individually wrapped sugar packets used for coffee service

Emiliano, the owner of Caravaggio, is from Italy and strove to replicate many practices in his shop that one can find in his home country — everything except for the disposable products he was using, like the 91,250 disposable spoons used every year for tastings and the 24,333 individually wrapped sugar packets to cater to the “to-go” coffee service culture. The owner believes that the taste of the handmade gelato is much improved by eating it with a real spoon from a real glass bowl.



## Recommendations Implemented:

- Reusable water cups, gelato bowls and spoons for on-site dining
- Reusable spoons utilized for gelato tastings
- Napkin dispensers and bulk sugar for coffee service
- Purchased and installed a dishwasher to save water and reduce labor costs

Implementing **ReThink Disposable** recommendations helped significantly reduce waste and achieved Emiliano’s goal to elevate the experience of eating handmade gelato and the ambiance in the shop. Emiliano purchased an efficient ware washing machine that provided energy and water savings, reduced labor time, and created a sanitary work environment. The new dishwasher and set-up cost \$2,100, which made the full set-



*Reusable spoons for tastings and on-site dining replaced 75% of disposable spoons that were used.*

**Emiliano Cecchetti, owner:** “Eating our gelato from a paper cup is like drinking champagne from a paper cup! The idea to change to reusables started with a *ReThink Disposable* visit.”

## Results:

Recommendation	Product Replaced or Minimized	% Disposable Reduction	Payback Period (including dishwasher)	Payback Period (excluding dishwasher)	Annual Savings (after payback period)	Annual Waste Reduction
Implement a reusable gelato cup for dine-in customers	6 oz Gelato paper cup	67%	7.6 months	3 months	\$608	73 lbs.
Implement a reusable spoon for tasting and for dine-in customers	Plastic tasting spoons	75%	4.1 months	21 days	\$821	137 lbs.
Implement an efficient napkin dispenser	Napkins	50%	2.7 months		\$183	146 lbs.
Implement a bulk sugar dispenser	Sugar packets	75%	12 days		\$365	218 lbs.
Replace disposable water cups with a reusable glass	7 oz Water cups	100%	9.2 months	18 days	\$324	91 lbs.
<b>TOTAL</b>					<b>\$2,301</b>	<b>665 lbs.</b>

### THE BOTTOM LINE

- 151,577 disposable items reduced per year
- \$2,301 annual savings after payback period
- 655 pounds of annual waste reduction
- Improved presentation
- Increased customer satisfaction
- No additional labor required



*Disposable spoons and paper cups were replaced by metal spoons and glass bowls for on-site dining.*

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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