

CASE STUDY: Big G Burger

BUSINESS PROFILE

Name: Big G Burger
Business Type: Diner
Location: Oakland, CA
On-site dining: 28 seats
Take-out: Yes
Ware washing: Done by hand in a three-sink system
Employees: 3

Big G Burger is a family owned and run business in Downtown Oakland serving American fare for breakfast, lunch and dinner. The 1,800 square foot location has a very casual dining area with 28 seats and a very busy lunch rush. Customers order and pay at the counter and are served at the table. One person at the counter takes all of the orders, packages to-go orders, and delivers food to the tables. Approximately 20% of Big G's 100 transactions per day are to-go orders of burgers and salads.

Packaging Practices prior to Rethink Disposable:

- ➔ All to-go orders were packed with a complete set of disposable items (9 condiment packets, 4 napkins, and utensils)
- ➔ Orders with multiple menu items received extra condiment and utensil sets
- ➔ Served 80% of "for-here" customers on reusable foodware
- ➔ Washed all of their dishes by hand in a three-sink washing system
- ➔ Offered condiments for dine-in customers in bulk containers

Recommendations Implemented:

- ➔ Eliminated disposable packaging sets
- ➔ Created a self service station for condiments and cutlery with educational signage



Big G's greatest opportunity to minimize disposable packaging was to stop providing disposable cutlery and condiment packets for every to-go order. By changing to a self-service model, they saved a lot of time and money and reduced waste without impacting customer satisfaction.



Before: Every to-go order was packed with a complete set of disposable items.



After: The new self-service station for condiments and cutlery with educational signage.

Cruz Gabino, Owner: "Now things are faster for the restaurant and the customers like it."

Results:

Recommendation	Products Replaced or Minimized	% Disposable Reduction	Payback Period	Annual Savings <i>(after payback period)</i>	Annual Waste Reduction
Implement a self service area	Ketchup packets	75%	6 days	\$742	684 lbs.
	Mustard packets	75%	12 days	\$335	196 lbs.
	Mayonnaise	38%	18 days	\$255	119 lbs.
	Salt packets	64%	2.7 months	\$55	37 lbs.
	Pepper packets	78%	27 days	\$167	45 lbs.
	Plastic forks	58%	2 months	\$74	38 lbs.
	Plastic knives	58%	2 months	\$74	48 lbs.
Hand out fewer napkins	Napkins	38%	0 days	\$443	289 lbs.
			TOTAL	\$2,145	1,456 lbs.

THE BOTTOM LINE

- 122,069 condiment packets and 19,144 utensils reduced per year
- \$2,145 annual cost savings
- 1,456 pounds of annual waste reduction
- Increased operational efficiency (saved staff time)
- Set-up costs were minimal and totaled \$85.91

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