

# CASE STUDY: YOLO



## BUSINESS PROFILE

**Name:**

YOLO

**Location:**

San Anselmo, CA

**On-site dining:**

20 seats

**Take-out:**

Yes, 60%

**Warewashing:**

3-sink

**Employees:**

1



*Stainless steel spoons replaced plastic spoons for dine-in guests. Post picture, Daphne offers fully compostable birchwood spoons upon request.*



*Reusable, washable plastic tumblers replaced single-use paper cups.*

*Guests save money by choosing to reuse.*



## Packaging Practices prior to ReThink Disposable:

- Single-use lined paper bowls for frozen yogurt (16 oz and 20 oz)
- Single-use plastic spoons
- Disposable paper water cups

## Recommendations Implemented:

- Reusable plastic bowls
- Stainless steel spoons
- Durable plastic tumblers for water
- \$0.25 customer discount for choosing the reusable bowl
- Removal of large trash bin from the floor and provision of a bus tub for used foodware
- New shelves to expand storage and space to dry reusable foodware

YOLO is 20-seat frozen yogurt shop in the Town of San Anselmo, where adults and children can play old-school table games and enjoy frozen yogurt, including non-dairy soft serve treats. Yolo was Daphne Moore's first restaurant. The paint was not even dry when the ReThink Disposable Business Specialist first walked in. As a first-time business owner, Daphne was overwhelmed with new foodware reduction laws in San Anselmo and was reluctant to making any changes to eliminate single-use food packaging because it would be too expensive and result in a "massive amount of dishwashing."

But with **ReThink Disposable's** assistance, Daphne quickly learned how to navigate the Town's new foodware reduction ordinance. ReThink Disposable helped procure reusable products, develop eye-catching signage, troubleshoot collection of used foodware, as well as build dishwashing and storage capacity for the new reusables. A phased approach introduced one reusable item each week. This helped alleviate the stress of implementing multiple reusable foodware all at once. That way, Daphne could get accustomed to the flow of customers, how the durable items integrated into her operations, and when to do the washing.

There is no data comparing pre- and post-implementation of foodware packaging impacts because YOLO opened as a fully reusable operation for dine-in guests. However, in a final survey, Daphne expressed that after completing her transition of single-use to reusable foodware, she was "surprised with how much the trash volume went down. Not taking out as much every day."



**"You might think it's impossible and overwhelming, but ReThink Disposable will be a beacon and shine the way. If I can do this, anyone can."**

— Daphne Moore, Owner

# CASE STUDY: Creekside Pizza and Taproom

**ReThink  
Disposable**  
STOP WASTE BEFORE IT STARTS

## BUSINESS PROFILE

**Name:**  
Creekside Pizza and Taproom  
**Location:**  
San Anselmo, CA  
**On-site dining:**  
74 seats  
**Take-out:**  
Yes, 10%  
**Warewashing:**  
Yes  
**Employees:**  
25



Janet Abrahamson and Pat Townsley,  
Creekside Pizza and Taproom  
managers.

## Packaging Practices prior to ReThink Disposable:

- Single-use plastic cup with lid for kids cup

## Recommendations Implemented:

- Durable plastic cup and reusable lid for kids cup

Creekside Pizza and Taproom is an award winning restaurant in the Town of San Anselmo. The establishment seats 74 guests and completes roughly 200 transactions each day, about 10 percent of orders being take-out.

By making just one change, Creekside eliminated the use of **35,770** pieces of single-use food packaging, reduced their trash generation by **436** pounds, and earned an ongoing net cost savings of nearly **\$2,146** annually. To make this switch, Creekside simply designated cups they already had on-hand as kids cups and spent a modest \$105 for new reusable lids. Not a bad return on investment.



Before and After.



New reusable lids are also available for employees.

## THE BOTTOM LINE

- \$2,146 in total annual net cost savings
- 35,770 disposable items reduced per year
- 436 pounds of annual waste reduction

ReThink Disposable is a program of Clean Water Action and Clean Water Fund conducted in partnership with local businesses and government agencies. Generous support 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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