

CASE STUDY: Cybelle's Pizza

**ReThink
Disposable**
STOP WASTE BEFORE IT STARTS

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

Cybelle's Pizza is a fast casual Bay Area pizza chain with eight locations. The restaurant that participated in the program is located in a very urban area of San Francisco. 50% of their business caters to take-out and delivery and they do about 300 transactions per day. Customers select from a menu board and place orders with the cashier. The cashier asks if the order is for dine-in or to go. Tables are generally bussed by staff but a trash can is available to the customers as well.



Having a single, efficient, centrally-located napkin dispenser with signage reduced napkin usage.

Packaging Practices prior to Rethink Disposable:

- ➔ Pizza served on disposable paper plates and individual pizza slice boxes for on-site dining
- ➔ Disposable plastic water cups used at the self-serve water station
- ➔ Bulk napkin dispensers on every table



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.



Disposable paper plates were replaced with reusable ones.

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:

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

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.



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