

# CASE STUDY: J & J Hawaiian BBQ



## BUSINESS PROFILE

**Name:** J & J Hawaiian BBQ  
**Business Type:** Fast Casual  
**Location:** Cupertino, CA  
**On-site dining:** 52 seats  
**Take-out:** Yes  
**Transactions per day:** 70  
**Ware washing:** Hand washing in a three sink system  
**Employees:** 2

**J & J Hawaiian BBQ** is a family owned and run business serving Hawaiian classics along with burgers and fries. They are known for their sizable portions and customers tend to be college students and locals. About 30% of their customers dine-in with seating capacity for 52 people. The service and atmosphere is casual and fast-paced.



*New reusable tumblers for water.*

spending more time washing dishes, yet have not had to hire additional staff. The well organized busing area with good signage signs helps direct customers where to place their reusables. Despite fears that customers would throwaway the new reusable food ware, loss has not been an issue.

## Packaging Practices prior to Rethink Disposable:

- ➔ Single-use disposables used for everything with no reusable options
- ➔ All dine-in and take-out customers served in to-go boxes
- ➔ Orders often require three to-go boxes per order
- ➔ Disposable cups used for soda and water

## Recommendations Implemented:

- ➔ Reusable plates, bowls, and baskets replaced disposable foodware
- ➔ Reusable cutlery and chopsticks replaced disposables
- ➔ Reusable soda and water cups replaced disposables
- ➔ Reusable ramekins replaced disposable ramekins and lids for dine-in customers

After implementing the **ReThink Disposable** recommendations, employees default to reusables for dine-in customers that are served with a combination of the new reusable food and beverage ware. **ReThink Disposable** recommendations also help this business minimize the amount of disposable packaging that walks out the door with take-out orders. Feedback from customers shows they love the new dining experience.

The owners used to drive to the store every day to purchase cases of disposable food boxes, and went through about 182,400 food boxes per year. Now they only have to shop for disposables 1-2 times per week which saves time for other tasks. Before ReThink Disposable, the owners took out the trash up to seven times per day, now they take it out only once. This gives them more time with their customers rather than emptying the trash, and the dining room looks and feels better. They are



*Signage created for the busing station.*



**Amy Eng, Owner:** “We like participating in ReThink Disposable, #1 to save money, #2 because it is good for the environment and the next generation, and it is a benefit to all of us.”

## Results:

| Recommendation                          | Product Replaced or Minimized | % Disposable Reduction | Payback Period (months) | Annual Savings (after payback period) | Annual Waste Reduction (lbs.) |
|---|-------------------------------|------------------------|-------------------------|---------------------------------------|-------------------------------|
| Implement a reusable plate              | Large to-go Food Box          | 60.0%                  | 0.1                     | \$9,307.50                            | 4,517                         |
| Implement a reusable basket & bowl      | Small to-go Food Box          | 56.0%                  | 0.2                     | \$7,665.00                            | 3,705                         |
| Implement a reusable basket & bowl      | Food Boat                     | 100.0%                 | 3.7                     | \$40.80                               | 32                            |
| Implement a reusable fork               | Plastic Fork                  | 50.0%                  | 1.9                     | \$260.71                              | 308                           |
| Implement a reusable spoon              | Plastic Spoon                 | 25.0%                  | 6.6                     | \$86.90                               | 82                            |
| Implement a reusable knife              | Plastic Knife                 | 50.0%                  | 1.9                     | \$260.71                              | 295                           |
| Implement reusable chopsticks           | Chopsticks                    | 27.0%                  | 0.7                     | \$613.97                              | 74                            |
| Implement a reusable ramekin            | 2 oz. Sauce Cup               | 15.0%                  | 0.7                     | \$215.23                              | 12                            |
| Implement a reusable ramekin            | 2 oz. Sauce Lid               | 15.0%                  | 3.4                     | \$42.99                               | 5                             |
| Implement a reusable ramekin            | 4 oz. Sauce Cup               | 100.0%                 | 0.3                     | \$478.57                              | 215                           |
| Implement a reusable ramekin            | 4 oz. Sauce Lid               | 100.0%                 | 0.4                     | \$334.96                              | 144                           |
| Implement a reusable tumbler            | 16 oz. Cold Cup               | 50.0%                  | 1.0                     | \$319.41                              | 133                           |
| Implement a reusable tumbler            | 16 oz. Cold Cup Lid           | 50.0%                  | 1.6                     | \$194.75                              | 59                            |
| Implement a reusable tumbler            | 8 oz. Water Cup               | 100.0%                 | 0.8                     | \$520.91                              | 29                            |
| Implement an efficient napkin dispenser | Napkins                       | 30.0%                  | 1.7                     | \$174.27                              | 114                           |
| <b>TOTAL</b>                            |                               |                        |                         | <b>\$20,516.69</b>                    | <b>9,722 lbs.</b>             |

## THE BOTTOM LINE

- \$20,517 in annual savings after payback period
- 9,722 pounds of annual waste reduction
- 311,313 disposable items reduced per year
- Full transition to reusable food ware even without a mechanized dishwasher
- Less trash to manage during service
- Less time spent shopping for disposables
- Improved customer dining experience
- No additional labor required



(Left) BEFORE ReThink Disposable: All orders were served on single-use disposables. (Right) AFTER ReThink Disposable: Customers who dine-in are served on all reusables.

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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