

CASE STUDY: On A Roll

BUSINESS PROFILE

Name: On A Roll

Business Type: Food Court
Tenant

Location: San Pedro Square
Market, San Jose, CA

On-site dining: Eight seats
at the food stand with 600
additional seats at the food
court

Take-Out: Yes

Transactions per day: 100

Ware washing: Hand washing in
a three sink system

Employees: 6 part-time

On A Roll is a popular lunch
and dinner destination at the
San Pedro Square Market
in Downtown San Jose,
specializing in a range of
delicious Vietnamese cuisine.
On a Roll serves an average of
90 – 100 meals a day and half
of their customers dine-in at
the shared dining hall at San
Pedro Square Market.

Packaging Practices prior to Rethink Disposable:

- ➔ Single-use disposables used for every menu item with no reusable option
- ➔ Owner concerns about limited dishwashing capacity, storage, and product loss



Victor Le, the owner of On A Roll, defaulted to all disposable food ware because they are one of 15 food businesses located in San Pedro Square Market and he was afraid that his dishes would be lost or thrown away if he tried to implement a reusable option independently from the other food tenants. Victor was also concerned about storage space and dishwashing capacity. But, since Victor spent a lot of money continually purchasing and restocking all disposable food ware, he wanted to find a way to reduce his overhead costs and agreed to give **ReThink Disposable's** recommendations a try.

Recommendations Implemented:

- ➔ Reusable plates, bowls, and baskets replaced disposable food ware
- ➔ Paper food wrap is minimized



(Top) BEFORE ReThink Disposable: Spring Rolls in Paper Food Tray with Plastic Ramekin for Sauce. (Above) AFTER ReThink Disposable: Spring Rolls on Reusable Plate with Reusable Side Sauce Cup.

On A Roll successfully implemented **ReThink Disposable's** recommendations with minimal challenges and achieved impactful results. Menu items are now served on reusable plates, bowls, and baskets for customers that dine-in. Victor was able to utilize his limited space to store reusable dishes and he worked with the bussing staff of San Pedro Square Market to bring his dishes back to On A Roll without losing any of the newly purchased food ware.



Victor Le, Owner: "I wish all the tenants [at the food market] changed because we would all save money."

Results:

Recommendation	Product Replaced or Minimized	% Disposable Reduction	Payback Period (months)	Annual Savings (after payback period)	Annual Waste Reduction (lbs.)
Replace disposable large paper food trays with reusable baskets	Paper food trays	71.4%	0.4	\$573.57	469
Replace disposable small paper food trays with reusable melamine plates	Paper food trays	100%	5.6	\$215.41	156
Reduce the use of paper food wrap by using a half-sheet rather than a whole sheet	Food wrap	33.3%	0	\$60.83	43
Replace disposable paper bowl with reusable ceramic bowls	Compostable bowls	100%	5.2	\$462.33	158
Replace disposable paper plate with reusable melamine plates	Compostable plates	100%	5.2	\$924.67	421
TOTAL				\$2,237.00	1,247 lbs.

THE BOTTOM LINE

- \$2,237 in annual savings after payback period
- 1,247 pounds of annual waste reduction
- 13,298 disposable items reduced per year
- Improved presentation of food and increased customer satisfaction

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.



Tel. 415.369.9160 ext 308
 ReThinkDisposable@cleanwater.org
www.rethinkdisposable.org

