

# CASE STUDY: La Victoria Taqueria



## BUSINESS PROFILE

### Name:

La Victoria

### Business Type:

Taqueria

### Locations:

- San Jose, CA
- 4th/Gish
- 4th/Julian
- San Carlos
- Almaden
- Santa Clara

### Average On-site Dining Seats:

30-60

### Take-out:

Yes

### Warewashing:

No mechanized dishwashing

### Number of Employees:

120

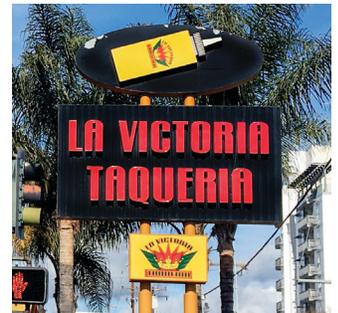
## Packaging Practices prior to ReThink Disposable:

- Disposable soda cups, lids and straws, disposable plastic water cups, and disposable plastic cutlery
- Disposable water cups are only provided upon request
- Entrees are served on reusable plates but with plastic cutlery

## Recommendations Implemented:

- 10 oz reusable tumblers for water
- Stainless steel utensils for dine-in

As a result of implementing **ReThink Disposable's** recommended practices the five La Taqueria restaurants are collectively preventing **862,008** items and **8,433** pounds of waste annually, while earning an ongoing net cost savings of **\$24,648** each year from the avoided disposable foodware purchases.



Better known as LaVic's, this family-owned business and South Bay icon was already using some reusable foodware in its operations like wooden chip bowls, squeeze bottles for their famous "orange sauce," molcajete bowls for salsa, and reusable plates. Individual restaurants invested \$156 to \$223 to purchase reusable cups for water, silverware for dine-in, drying mats, and bus tubs in varying amounts, as well as additional chip bowls for the San Carlos location so they wouldn't revert to paper food boats when they ran out. In addition, signs were developed to direct customers where to place the new reusable foodware to avoid loss.

Nicandro, owner of La Victoria, worked closely with ReThink Disposable specialists to roll out these new changes at all of their San Jose locations and make sure that staff have been reminded about the importance of asking the customer if the order is for dine-in or take-out. On-site staff expressed great pride in the number of customers using and commenting on the reusable water tumblers.



*Above left, signage developed for the restaurants. At right, cups, before and after.*

## Results:

Store Location	Annual Quantity of Single-Use Items Prevented	Annual Waste Reduction (lbs.)	Annual NET Cost Savings After Payback Period (\$)
4th/Gish	165,467	1,655	\$4,580
4th/Julian	168,508	1,657	\$4,637
San Carlos	175,200	1,776	\$4,701
Almaden	189,800	1,692	\$6,236
Santa Clara	163,033	1,653	\$4,495
<b>TOTAL IMPACT:</b>	<b>TOTAL # Reduced: 862,008 pieces</b>	<b>TOTAL Waste Reduction: 8,433 lbs.</b>	<b>TOTAL Net Savings: \$24,648</b>

### THE BOTTOM LINE

- \$24,648 in total annual net cost savings
- 862,008 disposable items reduced per year
- 8,433 pounds of annual waste reduction

*Utensils,  
before  
and after*



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).



Recycling & Waste Reduction Commission  
of Santa Clara County

**ReThink  
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