



3 STEPS TO  
**REDUCE PLASTIC  
& BENEFIT  
YOUR BUSINESS**  
A GUIDE FOR RESTAURANTS AND EATERIES





*Is this relatable? We use disposable foodware only for a few minutes.*

# Contents

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<b>Introduction: Why Reduce Plastic?</b>	<b>3</b>
<b>Step 1</b> Assess your plastic footprint	<b>4</b>
<b>Step 2</b> Create a reduction plan & get results	<b>5</b>
<b>Step 3</b> Make it your policy	<b>13</b>
<b>Results from Real Restaurants</b>	<b>14</b>
<b>The Extra Mile</b> Tackle plastic in your community	<b>18</b>
<b>Additional Resources</b>	<b>20</b>

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## Product Stewardship Institute (PSI)

[PSI](#) is a national nonprofit that reduces the health, safety, and environmental impacts of consumer products with a strong focus on sustainable end-of-life management. Headquartered in Boston, MA, we take a unique approach to solving waste management problems by mediating stakeholder dialogues and encouraging producer responsibility. We design, implement, evaluate, strengthen, and promote both legislative and voluntary product stewardship initiatives across North America.

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# We only use it for a moment, but Plastic always comes back.



## Stop throwing money in the trash!

- Reduce packaging costs
- Enrich the dining experience
- Prevent unsightly litter near your business
- Lower waste collection costs
- Save staff time
- Boost marketing
- Tap into the green market and foster customer loyalty
- Get ahead of regulations
- Be a community role model
- Protect food from contamination

Despite our best intentions, some of the packaging we give customers will be littered. 80% of this debris is plastic.

Whether your restaurant is right on the beach or hundreds of miles from the coast, wind and rain inevitably sweep cups, bottles, bags, straws, utensils, and other packaging into our oceans, rivers, and lakes, where it injures animals and pollutes the water.

Plastic adsorbs pollutants (like pesticides and heavy metals). It carries pathogens and small invasive species to new homes. Eventually, it breaks into tiny bits that contaminate soil and water. Plus, ocean animals mistake it for food. It goes up the food chain, so the plastic (with toxic pollutants!) ends up in people when we eat seafood.

By reducing the plastic you give to customers, you will help reduce litter, protect the quality of food sources, and protect the landscapes and wildlife that support tourism – all while saving money and helping your business thrive.

## Step 1: Assess your plastic footprint



# Step 1

## Assess Your Plastic Footprint

### Knowing your Plastic Footprint will help you identify:

- How many disposable plastics you use
- How much you buy – and how much it costs you
- Which products to target

To begin, visit the online Plastic Footprint Tool:

Take your plastic footprint

[tiny.cc/MyPlasticFootprint](https://tiny.cc/MyPlasticFootprint)

The screenshot shows the 'Plastic Footprint' tool interface. At the top, it says 'Share the Plastic Footprint Tool:' with social media share buttons. Below are logos for 'PRODUCT STEWARDSHIP INSTITUTE' and 'NEIWPCC New England Interstate Water Pollution Control Commission'. The main heading is 'Step 1 - Assess Your Plastic Footprint'. The text explains that the tool will help identify: types of disposable plastic, quantity and cost, and products to target. It also mentions Step 2: Create a Plastic Reduction Plan. A link is provided for a guide on reducing plastic. The form fields are: 1. Name of business: 'Oodles of Noodles'; 2. Type of service: 'Dine-in and take-out' (selected); 3. Email address: 'me@email.com'. A 'Next' button is at the bottom.

Take your Plastic Footprint wherever you are, on any device.

**First**, select which disposable plastics you currently use.

**Then**, enter how many cases you buy each month, how many items per case, and how much each case costs.

**That's it!** Our Plastic Footprint Tool will automatically calculate your total plastic footprint and email it to you.

**Good work.** You'll receive your Footprint within minutes. *The email will come from **noreply@surveygizmo.com** If you don't see it, check your spam/junk folder.*

**Step 2: Create a reduction plan & get results**



## Step 2

# Create a Plastic Reduction Plan & Get Results

## Setting Your Goal

Based on your Plastic Footprint, what are the top 2-3 items you use? Prioritize items that customers take off the premises. They are most at risk of becoming litter. Or, pick whatever you're comfortable tackling first! You can always do more later.

### Think about how plastic reduction fits into your big picture.

- What past actions successfully reduced disposable items or increased recycling?
- Does your business have a sustainability or waste reduction plan?
- Ask your staff what waste issues they see.
- Does your town, county, or state regulate disposable plastics (ex. a plastic bag ban or fee)?

## The Plan

There are four basic strategies to reduce plastic (and other disposables, too):

1. **Eliminate** unnecessary packaging and single-use items.
2. **Reduce** the amount you give away.
3. **Replace** disposables with durable reusable items.
4. **Switch** to items that are recyclable or made of materials that won't persist in the environment.



Moving away from plastic, which many people consider “cheap” and artificial, can enhance your food presentation and dining experience.

Many plastic reduction strategies are free, cost effective, or cost neutral. Other changes may require an upfront investment, but can *save* you money after a few short weeks or months. Once your plan is in place, review short- and long-term financial projections to evaluate your changes and readjust as needed.

If you choose to purchase reusable dining ware or switch to a new disposable item, think about how the new products will fit your atmosphere and brand.

Use our handy Foodware Cost Calculator to project the cost savings and plastic reduction you'll achieve.

Calculate your costs & savings

[tiny.cc/FoodwareCalculator](https://tiny.cc/FoodwareCalculator)

Examples & tips



# Step 2 – Eliminate & Reduce Disposables

For each item you identified in “Setting Your Goal,” choose option(s) from the list on the following pages. The list is organized from most effective to least effective. Most plastic reduction plans will incorporate a variety of strategies, which will vary per product.

## 1 - Eliminate.

The most cost effective and sustainable packaging is no packaging!



VS.



## 2 - Reduce.

1. Serve the item only upon request (only when the customer asks).
2. Ask the customer if they need the item instead of automatically giving it.
3. Only use what is needed, when it's needed, for the right number of people, ex. never double bag; ask how many are in a group before giving cutlery; give only the type of cutlery needed for the order (only a spoon for soup, fork for salad); serve lids only for kids.
4. Use self-serve dispensers that release one item at a time instead of open containers. These encourage customers to take only what they need, instead of grabbing a handful.
5. On or near dispensers, remind customers, “Consider the environment. Take only what you need.”



VS.



+



## Step 2 – Replace Disposables with Reusable Options



### 3 - Reuse.

1. Replace disposable items with glass, ceramic, stainless steel, wood, or durable plastic versions.
2. Give disposables only for take-out. Use reusable dining ware for all dine-in service.
3. Encourage customers to bring their own reusable items:
  - Offer promotions, ex. a discount, freebie, fill any size container for a flat rate. Get creative!
  - Charge 5-25 cents for disposable plastics. Fees are far more effective at changing consumer behavior than promotions. *This option may be more accepted if stores in your area already charge for products like plastic bags.*
  - Market your ability to refill their water bottles, or accept personal containers for take-out.
4. Sell branded products like bags, mugs, and to-go containers, or set up a small deposit system or discount for patrons who bring them back. This will greatly enhance your brand recognition and customer loyalty, and possibly become a new revenue stream!
5. Replace condiment packets with bulk dispensers, ex. a thermos of milk or bottle of ketchup.



Customers can transfer food from a plate to their own container (NOT directly from shared food sources like buffets). But if **you** put food in their container, you must either sanitize the container or train your staff to prevent contamination. Never let kitchen utensils touch the customer's container. If an accident occurs, immediately sanitize exposed items. Contact your health department with questions.

#### More reuse tips:

Purchase products in containers that your supplier can take back for reuse. Tell your supplier that you do not want excess packaging.

Re-incorporate disposable items into business operations, ex. turn old glass bottles into holders for straws, condiments, or flowers.

Seek out reusable to-go programs for cups and takeout containers, ex. [Cuppow's Cup Club](#), [Vessel](#), [OZZI](#), [Go Box](#), or [Green GrubBox](#). These are most common in cities.



# Step 2 – Switch to Less Harmful Disposable Products

## 4 - Replace.

1. Choose plant products over compostable plastic, as they decompose much better in compost and the environment:

- Bagasse (sugarcane fiber)
- Wheat straw
- Silver grass (miscanthus)
- Palm leaf
- Bamboo
- Wood
- Paper (uncoated)

Depending on your area, these products can be only slightly more expensive than plastic. They can even be cost neutral or save money *if you also reduce how much you use (see p. 6)*.

Make sure the product is 100% plant material. Avoid products (ex. corn, cassava, and other plant starches) that are blended with plastic filler.

2. If plant products or composting are not available, choose materials that are recyclable in your area. **Ask your recycling hauler which products they accept. Most recyclers cannot process plastic cutlery, straws, and stirrers due to their small size.**

## Compostable Plastic: Think twice before buying

*Only offer compostable plastic **if** your business and the surrounding area collect compost, **AND** your compost facility accepts the products you choose!*

Compostable plastics tend to be pricey. Don't be swindled! They do not degrade in the environment much (if any) better than conventional plastic. They are designed only to break down under specific industrial compost conditions. And not all industrial facilities can process them.

Compostable plastics can also confuse your customers. They are not recyclable, but they look like products that are. When put in the recycling bin, compostable plastic can ruin an entire batch of recyclables since they are designed to break down over time.

If you want to use compostable plastic, only use products that are certified by the [Biodegradable Products Institute \(BPI\)](#).

### Avoid common misconceptions:

Beware of products labeled "biodegradable," "oxo-degradable," "degradable," "decomposable," or make vague marketing claims that are not certified by a third party. They are NOT compostable.

Even if a product is "bioplastic" (synthesized from natural materials like corn or sugarcane), that doesn't mean it's compostable. **Before you buy, check BPI.**



## Step 2 – Additional Considerations



Little Creek Oysters (Greenport, NY) uses branded products. See p. 17 for their story.

Many suppliers offer custom printing for reusable, recyclable, and compostable products. Prices depend on order size or rates negotiated via contract.

Use only unwrapped straws and cutlery to reduce plastic, save money, and save time cleaning up dropped wrappers. Keep unwrapped products in a dispenser or behind the counter for sanitation. If you want to provide a wrapped option, serve it only on request.

Many businesses have eliminated plastic straws. Some customers may need a straw for medical reasons. Serve reusable or paper straws only on request. Reusable straws typically come with cleaning wands, which allows for easy cleaning.

Seek products (especially paper) that are uncoated, or coated with wax or clay instead of plastic, and that are unbleached.

Seek paper and wood products certified sustainable by the [Forest Stewardship Council](#).

Choose products with recycled content to support recycling.

Avoid products made from polystyrene (a type of plastic commonly known as “styrofoam,” but it can also be clear and rigid – look for the #6 recycling symbol). Styrene is a neurotoxin and probable carcinogen. It leaks into food and drinks when exposed to heat, alcohol, fats, or oils.

**BPA-free? Be wary.** The plastic additive bisphenol-A (BPA) is famous for seeping into food and drinks. It has been linked to a slew of health issues, including reproductive, immunity, and neurological problems. But it turns out that common BPA replacements (like BPS and BPF) may have similar or worse effects. Avoid this problem by purchasing non-plastic products.

**Avoid fluorinated compounds (PFAS).** Bamboo, uncoated paper, clear PLA (polylactic acid), paper coated with clay or PLA, and palm leaf consistently test as no or low-fluorine. Consult the Center for Environmental Health’s [Safer Foodware Guide](#) for further guidance.

**All disposable items have environmental impacts.**

Pair replacement strategies with reduction and reuse.

### Worried whether compostables actually work?

Most companies offer samples! Continual innovation in food packaging ensures that compostables stand up just as well as conventional products. Pay attention to the storage instructions. Some products may not perform well if stored where it’s too hot or too moist.



**Find suppliers & educate customers**



## Step 2 – Find a Supplier for New Products

### Find a Supplier for Plastic-free Products

Start by asking your current supplier what they offer. If they don't have what you need, look online or ask other restaurant owners in your area which local suppliers they use. If your current supplier does not carry these items, request that they start. If the options are too expensive, ask fellow business owners if they'd be willing to purchase jointly in bulk with you, so you can both enjoy a lower price.

The market for sustainable products might be limited in your area, so it may be tricky to find what you're looking for. But nationwide, the options are growing as more restaurants seek sustainable products. If you can't find a local option, look for a national supplier or online vendor. Often, you can buy sustainable products directly from their manufacturers.

If you prefer to get all your supplies from one vendor, most large supply companies now stock at least a small selection of plastic-free options for a range of products.



# Step 2 – Educate Customers

## Educate Customers & Promote Your Efforts

Customers love it when you support a good cause. More people than ever before are seeking and demanding sustainable practices. By patronizing your business, they not only enjoy delicious food, but also support a clean, healthy environment. Let your customers know that!

Your staff can explain the changes to customers when they serve them. Put a message on your menu, counter, tables, walls, window, website, or social media to explain the changes. Ask enthusiastic customers to share your social media posts and spread the word about plastic pollution to their friends, family, and local media.



Greenport, NY 5<sup>th</sup> graders drew this window decal for restaurants reducing plastic with PSI.



Lucharitos (a taqueria + bar in Greenport, NY) announced its new straw policy on social media. See p. 14 for their story.

Even if your customers are accustomed to disposables, most will understand or even celebrate your decision once you explain it to them. (After all, whose junk drawer *isn't* stuffed with unused condiment packets and plastic cutlery?) The rest will appreciate the option to receive disposables upon request.

Pay attention to customers' comments and requests online and in person. Implement their suggestions where possible, and let them know you've done so.

To generate lots of responses and let customers know you're listening, consider sharing a short survey on social media or your website, or hand customers a paper survey and pencil when they pay. You can keep it anonymous, or tie survey responses to a promotion (ex. chance to win a free meal, everyone who enters gets a coupon, etc.).

### Old habits die hard.

Your staff may also need to adjust to your changes (ex. always ask customers "for here or to go? Did you bring your own mug for our 10% discount?" or only give straws when a customer requests one). Establish training and signage to remind them of the new protocol.

## How your facilities can prevent litter



# Step 2 – Your Facilities

Your facility and staff also contribute to whether your plastics will end up in the environment. Below are steps to make proper disposal convenient for your customers. Provide bins both inside and outside if appropriate. Even if your business produces little waste front of house, put bins near the door for customers carrying outside items. Most non-roadway litter occurs near entrances, where people discard products before entering a building.

## Facilities

### Maintenance

Maintain and beautify the establishment – a well-maintained, attractive space fosters a sense of personal responsibility and reduces littering behavior. Litter begets litter.

### Trash

A clearly labeled bin will show pictures of items that cannot be recycled or composted at your business and indicate that these items are headed for the landfill.

### Recycling

If you do not currently recycle, we strongly recommend that you start. Recycling can save you money on trash removal fees. Ask your trash hauler or building maintenance crew if they can take recyclable materials, and which products they accept. A clearly labeled bin will show images of the recyclable packaging you use at your business.

### Composting

If composting is available in your area, provide a compost bin. A clearly labeled bin will show images of food scraps and any compostable packaging used at your business. Pay attention to your compost program's limitations for packaging.

### Hydration Stations

Install a drinking fountain or sink that can easily accommodate refillable bottles.

### Messaging

Signage can be on the packaging, on a product dispenser, or near trash bins. Servers can also tell customers how to properly dispose of trash when they finish eating.

## Employee Training

### Cleanliness

Ensure consistent grounds and facility maintenance, cleaning, and trash storage.

### Customer Interactions

Train your staff on proper disposal of the items used at your business. If they don't know which bin to put something in, they won't be able to answer customer questions.

### Education

Your staff should understand that the presence of litter hurts your brand's reputation.

### Lead by Example

When your staff disposes of items properly, it shows your customers how to do it.

### Listen to Staff Ideas

Your staff constantly interacts with customers. They are in the best position to identify new opportunities to reduce waste and maintain a litter-free facility.

## Step 3: Make plastic reduction your official policy



# Step 3

## Make it Your Policy

### Now that your plan is in place, update your official purchasing policies.

Feel free to borrow our suggested language below. Your Disposable Products Policy should include specific guidelines and goals for reducing waste, including your plastic reduction plan. Ensure that other policies (like contracting procedures, purchasing documents, and product specifications) do not conflict with it. Remove obstacles or add language as needed to harmonize your policies.

Your policy is a handy reference for you and your staff. Revisit and update it as necessary for greatest impact and to ensure that the procedures are actually followed. Over time, your business needs may change, new situations can arise, and new sustainable products will become available.

Download the sample policy

[tiny.cc/FoodwarePolicy](https://tiny.cc/FoodwarePolicy)

#### [Business Name] Disposable Products Policy

**Policy Statement** [Business name] is committed to preventing waste through the efficient use of natural resources. We achieve this by:

1. Eliminating and minimizing the use of disposable plastics, wherever possible;
2. Seeking products made from materials less harmful to the environment; and
3. Preferring products that conserve natural resources.

**Procedure** The [Owner/ Manager/Procurement Officer] is responsible for overseeing the intent of this policy. The [Owner/Manager/Procurement Officer] is responsible for synchronizing the efforts of staff in eliminating disposable plastic, minimizing its use, and seeking less harmful materials. New materials should be evaluated for cost and price, as well as environmental impacts, to determine the best value.\*

**Protocols** All [Business Name] staff will ensure that daily activities and purchases made are in compliance with this policy by following these protocols:

1. Avoid purchasing unnecessary items
2. Provide customers with reusable products instead of disposables whenever possible
3. Reduce the use of disposables by:
  - a. [Your plastic reduction plan here (ex. serving straws only on request; asking before giving utensils)]
4. Seek alternatives to plastic. Analyze options for optimal environmental, financial, and practical performance.
5. Ensure that disposable products (be they recyclable or compostable) are compatible with local waste infrastructure. Consult your local government, waste hauler, or recycling/composting facilities when unsure.

**Other Preferable Environmental Criteria** When considering new/alternative products, consider all of the following characteristics to maximize environmental sustainability and cost effectiveness:

- Includes recycled content. Prioritize products with the highest percentage of post-consumer recycled content.
- Made of natural materials, recyclable, or certified compostable. Paper products must not be coated with plastic.
- Conserves energy, water, and reduces greenhouse gas emissions
- Chlorine-free manufacturing
- [Other considerations here]\*\*

\*PSI's [Foodware Cost Calculator](#) makes evaluating costs easy

\*\*For ideas, see "Additional Considerations" on page 9.

Results from real restaurants



# Results from Real Restaurants

We piloted plastic reduction with four businesses in Greenport, NY. Here's what they accomplished.

## Lucharitos

"Lucharito" loosely translates to "little fighter." This feisty modern taqueria and bar dishes up delicious food with minimal plastic:

- Ask customers if they need to-go foodware
- Switched to paper carryout bags, compostable paper take-out containers, and unwrapped BPI-certified compostable take-out cutlery
- Switched from wrapped cutlery packets to unwrapped cutlery
- Stopped serving straws in water cups, then phased out plastic straws and serve paper straws by request
- Discontinued the sale of plastic bottles



Before



After

And they're not stopping there! Lucharitos plans to install a filtered water station for customers to refill their reusable water bottles. Lucharitos will also sell branded reusable water bottles in the restaurant.

Don't let anyone tell you that plastic reduction will hurt your business. In the middle of our project, Lucharitos opened a second location, which does mostly takeout – and instantly applied its plastic reduction strategies.

**\$3,223** annual cost savings

**\$99** additional savings in reduced yearly waste fees

**632,080** plastic items prevented per year

**2,203** pounds of plastic waste prevented annually

**Boosted** operational efficiency + saved staff time

**Fewer plastic straws = clog-free sinks**

*"We are all influencers. I use this on social media as a competitive advantage.*

*If you're operating a food business but don't care what happens to your product – both the food and the packaging it comes in – **you will be left in the dust.** It's in every business's best interest to make these changes, if for no other reason than to keep up with the ones who are.*

*The sooner we all jump in and go green with packaging, the sooner the price of green products goes down and it's easier for all to jump in the game."*

**– Marc Lamaina, Owner**



# Results from Real Restaurants

## Bruce & Son

Bruce & Son is a progressive upscale brunch place. Their locally-inspired menu is elegant and plastic free:

- Ask take-out customers if they need bags and disposable foodware
- For take-out service, uses Forest Stewardship Council-certified birch wood cutlery, bagasse (sugarcane pulp) condiment cups with recyclable PET plastic lids, and branded paper bags
- Switched to paper straws, self-serve
- Streamlined cup sizes – only use one size for hot and cold cups

With the exception of recyclable PET condiment cup lids, all of Bruce & Son's new disposable take-out products are made of naturally biodegradable materials with no synthetic linings!

Plastic-lined paper is still their best option for hot cups. They wanted to switch to wax-coated paper cold cups, but the current foodware market did not yield an attractive design to fit their brand. Although paper hot cup lids exist in other parts of the world, only plastic lids were available in Greenport, NY.

Rather than use plastic-lined paper cold cups, which are not recyclable, they are sticking with recyclable plastic cups – at least, until the U.S. packaging market catches up with the rest of the world.

**39,000** plastic items prevented per year

**1,145** pounds of plastic waste reduced annually

**Increased operational efficiency**

**Don't have to order disposables as often**

**Competitive branding advantage**

**Only 50% of customers take straws**

*"We wouldn't have a business without tourists. We have a responsibility to keep the water clean. Plastic is cheap, but that doesn't make it the right option.*

*If you need more reason than that, you'll stand out when you eliminate plastic. You don't often see paper straws or wood utensils. Even our employees were thrilled when we announced the changes.*

*You'll always save money when you switch to reusables. The cost of washing dishes is negligible. And if you're worried about the cost of paper, do the math. The price increase isn't that much, especially when you realize that you'll use less to begin with. When you offer plastic, people just take it. You use more, and you have to buy more often. But they think twice when you offer nicer products."*

**– Kassata and Scott Bollman, Owners**





# Results from Real Restaurants



## Tikal.1

This cozy, family-run restaurant serves mouthwatering traditional Central American dishes. The owner painted its colorful murals. Here's how they reduce plastic:

- Ask before serving take-out cutlery, straws, and napkins
- Replaced disposable plastic table covers with hand-made Guatemalan cloths. Washing them is a seamless part of the staff routine. No additional labor needed.
- Took condiment packets off the table, implementing a self-serve area
- Switched from polystyrene foam (aka “styrofoam”) containers to aluminum and paper
- Switched from polystyrene foam cups to paper
- Switched from plastic carryout bags to paper

### Attracted new customers!

**\$3,578** annual cost savings

**\$90** additional savings in reduced yearly waste fees

**52,008** plastic items prevented per year

**2,003** pounds of plastic waste reduced annually

**50-60% of customers decline straws + cutlery**

**Enhanced atmosphere and enjoyment for customers + staff**

**Don't have to order disposables as often**



*“We used to just give out plastic and didn't think about the damage to the sea. Once we learned about the impact, we had to do the right thing. Switching to new products requires an initial investment, but it's worth it. We've actually gotten more customers coming in because they heard about our efforts.”*

*If you're unsure about reducing plastic, definitely give it a try. Just by putting straws, cutlery, and napkins behind the counter, we halved the amount we have to order, and we don't have to restock nearly as often.”*

**– Helen Gonzales, Manager**

# Results from Real Restaurants

## Little Creek Oysters

Upbeat, relaxed, and a little sassy (after all, their slogan is “Shuck Yourself”), Little Creek Oysters serves fresh seafood with minimal plastic:

- No longer serve plastic for inside or outside service
- Keep a small inventory of plastic for emergencies only
- Increased inventory of reusable wine glasses, pint glasses, and mugs
- Serve plastic straws only upon request
- Replaced plastic forks with wooden spears and plastic taster spoons with metal
- Replaced oyster bags with reusable oyster boxes

Their biggest challenge was space for reusables. After seeking nearby storage, they reconfigured their space. Stackable products like cups are easy, but mugs are harder.

Most of Little Creek Oysters’ reusables are beautifully branded (see p. 9). Sometimes, people swipe a spoon or shot glass, especially in the outside seating area on a big holiday weekend. Ian thinks it’s flattering, while Rosalie finds it annoying. Both agree that it’s not a significant financial impact, and see it as an advertising benefit. They admit that you can run out of inventory quicker than expected on a busy day when people steal things, but in the end, it’s worth it to provide an excellent dining experience and to stop serving plastic outside. They still keep a small supply for overwhelming days like the 4th of July when it’s hard to keep up with the washing.

Because their business is at once oyster farm, restaurant, and retail market, the owners took their efforts to the next level by reducing disposables across production. They replaced disposable plastic mesh oyster bags, which can be easily lost at sea during harvest, with durable boxes that are reusable, stackable, less likely to get lost, and printed with their logo for enhanced brand recognition. Plus, unlike the bags, the boxes are recyclable.



Before



After

**\$5,507** annual cost savings

**\$113** additional savings in reduced yearly waste fees

**233,400** plastic items prevented per year

**2,509** pounds of plastic waste reduced annually

**Reduced plastic from production to retail**

**Enhanced dining experience**

**Competitive branding advantage**

**Only 1 in 10 customers ask for a straw**

**Don't have to order disposables as often**



“If you’re trying to figure out what plastics to tackle, look at your floor. If it’s landing on the ground, it’s going in the water.”

Any business can experiment. See what works for you. Start with small changes. Every business has its own way of doing things, but with a little thought, you can make a big difference not only for your own image and bottom line, but also for the world.”

**– Rosalie Rung, Owner**

“We tell our customers why we serve plastic only on request. It’s an opportunity to educate them.”

With reusable products, we don’t have to worry about keeping up the disposable inventory. In the end, the dining experience is so much better.”

**– Ian Wile, Owner**

**Plastic in your own community**



# The Extra Mile

## Tackle plastic in your community

### Voluntary Strategies

There are many ways to educate fellow business owners and residents in your community about plastic.

When they understand the issue, more people will start using reusable products and support plastic reduction efforts. Here are some ideas.

You can share facts, graphics, videos and other content from environmental groups like [Plastic Pollution Coalition](#), [5 Gyres](#), [Lonely Whale](#), [Clean Seas](#), [Clean Water Action](#), [One Green Planet](#), and [Surfrider](#).



Your merchandise can be educational, too!

### Business education

Talk to fellow business owners about how plastic reduction benefits you and give them this Guide.

Cooperatively purchase bulk eco-friendly products with other businesses to enjoy lower prices.

Ask your Chamber of Commerce, Business Improvement District, or other business groups to educate their members about plastic-free business practices and incentivize the switch to green products.

Reach out to environmental groups in your area, or your local government official(s) in charge of sustainability, recycling, or waste reduction. Ask them to create a certification or ranking system (e.g., Gold, Silver, Bronze) to award businesses that are reducing plastic and to help customers identify eco-friendly dining options.

### Public education

Nothing beats firsthand experience. Host a litter cleanup!

Share information about plastic pollution and how to stop it on social media. Educate your customers on your plastic reduction efforts, and how they can reduce or refuse plastic every day.

Screen a documentary, ex. [A Plastic Ocean](#), [Plastic Paradise](#), [STRAWS](#), [Plastic China](#), or [Divide in Concord](#).

Reach out to schools and teachers. You or a group of local business owners can teach kids about why you are reducing plastic at your restaurant. Local environmental groups will be thrilled to provide educational materials or join you in class.

Tell people where they can recycle bags and plastic wrapping. You can use [existing tools and guidance from WRAP](#) (Wrap Recycling Action Program).

### Mandatory strategies



# Tackle plastic in your community

## Mandatory Strategies

A written policy within your organization and legislation in your community are more effective because everyone must participate.

Legislation also levels the playing field – so responsible businesses are never at a disadvantage to their competitors.

PSI found the laws below to be strong examples of what state and local governments around the country are enacting to reduce plastic waste.

Get in touch with your local chamber of commerce, business groups, or environmental organizations to discuss the potential for introducing and supporting legislation that will best meet your goals. Encourage municipal, county, and state-level policymakers to consider these policies.

You may replicate and adapt the sample language for your jurisdiction's unique needs.



Take pictures of plastic litter in your area to demonstrate the problem.

## Sample legislative options include:

- Require Foodware to be Recyclable or Compostable
- Polystyrene (including “styrofoam”)
- Straws, Stirrers, and Utensils
- Require Reusable Foodware for Onsite Dining
- Carryout Bags
- Bottled Water
- Balloons
- Polystyrene, PVC, and PETE

[View sample legislation](#)

[tiny.cc/PlasticPolicies](https://tiny.cc/PlasticPolicies)



“The simple straw seems to be a pathway to enlightenment regarding waste prevention. When a person, business, or government goes through the steps of eliminating the distribution of plastic straws and utensils that are unwanted and unneeded, it opens a new awareness of how wasteful we have been. It opens the door to ‘what’s next, what else can we do?’”

– **Sego Jackson, Seattle Public Utilities, WA**

**Additional resources to help you**



# Additional Resources

PSI's plastic reduction guide has outlined the steps to take and the knowledge you need to reduce plastic at your restaurant. Use the free resources below to find alternatives to plastic, and to take plastic reduction to the next level:

- Use PSI's [Foodware Cost Calculator](#) to project the money and plastic you will save by reducing disposables and switching to reusable or compostable alternatives.
- Find [certified compostable](#) products through the Biodegradable Products Institute (BPI).
- For further guidance to avoid hidden hazards in disposable foodware, consult the Center for Environmental Health's [Safer Foodware Guide](#).
- Find paper and wood products certified sustainable by the [Forest Stewardship Council](#).
- Contact Clean Water Action's [ReThink Disposable](#) project, a technical assistance program that helps restaurants reduce disposable products. Their [Reusable Food Serviceware Guide](#), educational graphics, and other helpful resources are available online.
- Join Surfrider's [Ocean Friendly Restaurants](#) program to become a certified "Ocean Friendly Restaurant" and gain national and local recognition.
- Take part in the [Plastic Pollution Coalition](#)'s campaigns to spread the word about plastic pollution and learn about additional actions you can take to stop it.
- Join [Lonely Whale's #StopSucking campaign](#) to challenge your customers to skip the straw.
- Check out 5 Gyres's [Better Alternatives Now List 2.0](#) for more information about the top polluting products and better alternatives.
- For more guidance on restaurant sustainability, visit the [Green Restaurant Association](#).





Thank you.

