

## CASE STUDY:

# Fruitvale Community Restaurants



## INTRODUCTION:

On the heels of Oakland passing one of the strongest reusable foodware and plastic litter reduction ordinances in the Bay Area, ReThink Disposable, working with The Unity Council and the owners of Oakland's historic Huarache Azteca restaurant, was able to offer free technical assistance to five restaurants in the storied neighborhood of the Fruitvale to reduce the use of disposable service-ware that was used for dine-in customers. ReThink did not do any conversion of the restaurant's to-go foodware, but did convert 100% of dine-in foodware to reusables. Restaurants received up to \$500 in funding to purchase reusable, washable dine-in foodware to help offset the cost of making changes.

From the largest conversion at Powderface, where their customers now enjoy beignets on ceramic plates and hot cups of coffee in ceramic mugs, to the smallest conversion of straws and sauce cups at Parra's, **all five restaurants saw significant waste reduction and a healthy annual cost savings.** Combined, these restaurants were able to dramatically reduce plastic pollution in their operations and provide real-time examples of businesses that are both eco-friendly and economical in the Fruitvale community.

## PARTICIPATING RESTAURANTS:

Five local Fruitvale restaurants — Emil's Burger & Breakfast, Hogar Latino Panaderia Y Restaurant, La Torta Loca, Parra's, and Powderface — teamed up to **reduce single-use disposable waste by over 187,600 individual pieces and over 3,240 pounds — annually.** After an average payback period of 2.74 months, **this group of restaurants will collectively be saving over \$10,000 every year by purchasing fewer disposables.**



Patricia Hernández, Manager of Powderface, with new reusable foodware

## CASE STUDY:

# Emil's Burger & Breakfast



### BUSINESS PROFILE

**Name:**

Emil's Burger & Breakfast

**Location:**

Oakland, CA

**Service Type:**

Dine-in and take-out with both indoor and outdoor seating

**Warewashing:**

3-sink system



Located in Fruitvale Village, Emil's Burger & Breakfast prides itself on the freshest ingredients, hand-selected by the owner daily and cooked fresh to order. They had been serving their customers on disposable paper and plastics. Now, people are noshing on their delicious burgers with reusable foodware and enjoying an elevated dining experience.

### Changes to serviceware for less waste and more savings:

34 oz. Plastic bowls	→	34 oz. Tempered glass bowls
7.75 In. Plastic straws	→	8.5" Stainless steel straws
2 oz. Plastic sauce cups	→	2 oz. Stainless steel sauce cups
20 oz. Paper cold cups	→	22 oz. SAN reusable drink cups
12 oz. plastic deli bowls	→	16 oz. Stoneware bowls
8 oz. Plastic deli bowl	→	8 oz. Porcelain bowls
Small paper food boats	→	Eliminated
Large paper food boats	→	Porcelain plates

**BEFORE and AFTER: Emil's Burger & Breakfast switched 100% of their dine-in disposables to reusable for their on-site guests.**



### THE BOTTOM LINE

- \$2,433 net annual savings
- 34,380 disposable items reduced per year
- 702 pounds of annual waste reduction
- 2.6 month payback period

**“Thank you so much. We love everything. We have already started using everything, and it is all so nice. So much better than what we were using!”**

— Ana, Cashier at Emil's



Jake Lee, Chef and Owner

# RESULTS

RESULTS		PACKAGING IMPACTS			COST IMPACTS	
Disposable Product Replaced or Minimized	Recommendation Implemented	Percent Disposable Reduction	Annual Quantity of Disposable Product Reduced	Annual Waste Reduction (lbs.)	Payback Period (months)	Annual NET* Cost Savings After Payback Period (\$)
34 oz. Plastic bowls	34 oz. Tempered glass bowls	100%	2,260	186	0.8	\$926
7.75 in. Plastic straws**	8.5" Stainless steel straws	30%	7,300	14	4.4	\$79
2 oz. Plastic sauce cups**	2 oz. Stainless steel sauce cups	30%	9,125	46	1.7	\$127
20 oz. Paper cold cups**	22 oz. SAN reusable drink cups	30%	2,190	123	3.6	\$168
12 oz. plastic deli bowls	16 oz. stoneware bowls	100%	2,920	89	1.9	\$490
8 oz. Plastic deli bowl	8 oz. Porcelain bowls	100%	1,460	31	2.5	\$233
Small paper food boats	Eliminated	100%	6,083	116	0.0	\$253
Large paper food boats	Porcelain plates	100%	3,042	97	0.0	\$157
<b>TOTALS:</b>		<b>100%</b>	<b>34,380 pieces</b>	<b>702 lbs.</b>	<b>2.6 months</b>	<b>\$2,433</b>

\*Net Cost Impact considers any upfront and ongoing costs associated with the purchase and care of reusable items and capital improvements needed to carry out ReThink Disposable's recommendations. Net cost savings are based on avoided disposable foodware purchases.

\*\*The restaurant continues to use disposable foodware for takeout orders.

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## CASE STUDY:

# Hogar Latino Panaderia Y Restaurant



### BUSINESS PROFILE

**Name:**

Hogar Latino Panaderia Y Restaurant

**Location:**

Oakland, CA

**Service Type:**

Dine-in and take-out

**Warewashing:**

3-sink system



Located in the heart of the Fruitvale on International Boulevard, Hogar Latino Panaderia Y Restaurant serves Honduran and Salvadoran food and, arguably, some of the best tamales in Oakland. Hogar is also home to an amazing juice bar with frozen treats for the whole family to enjoy.

### Changes to serviceware for less waste and more savings:

16 oz. Clear plastic cups	→	Clear SAN reusable tumblers
32 oz. Clear plastic cups	→	Reusable acrylic tumblers - multi-color
20 oz. Clear plastic cups	→	Reusable acrylic tumblers - multi-color
20 oz. Paper coffee cups	→	Ceramic coffee mugs
Black polystyrene coffee lids	→	Take-out only upon request
Paper coffee sleeves	→	Take out only upon request
Plastic knives	→	Stainless steel knives
Plastic forks	→	Stainless steel forks
Plastic spoons	→	Stainless steel spoons
Plastic straws	→	Stainless steel straws

**BEFORE and AFTER:**  
Hogar Latino Panaderia Y Restaurant switched 100% of their disposable dine-in foodware to reusable for their on-site guests.



### THE BOTTOM LINE

- \$3,120 net annual savings
- 26,493 disposable items reduced per year
- 595 pounds of annual waste reduction
- 1.6 month payback period

**“We are so grateful for these items! I am so glad we will be able to reduce the disposable plastic smoothie and juice cups, and coffee cup, lid, and sleeve purchases!”**

— Hugo Barajas Jimenez, Co-Owner



# RESULTS

Disposable Product Replaced or Minimized	Recommendation Implemented	PACKAGING IMPACTS			COST IMPACTS	
		Percent Disposable Reduction	Annual Quantity of Disposable Product Reduced	Annual Waste Reduction (lbs.)	Payback Period (months)	Annual NET* Cost Savings After Payback Period (\$)
16 oz. Clear plastic cups	Clear SAN reusable tumblers	65%	2,373	81	1.2	\$464.77
32 oz. Clear plastic cups	Reusable acrylic tumblers – multi-color	65%	2,373	127	0.9	\$632.67
20 oz. Clear plastic cups	Reusable acrylic tumblers – multi-color	65%	4,745	209	1.2	\$470.47
20 oz. Paper coffee cups	Ceramic coffee mugs	65%	1,582	59	10.3	\$237.25
Black polystyrene coffee lids	Take-out only upon request	65%	3,954	38	0.0	\$187.59
Paper coffee sleeves	Take out only upon request	65%	3,954	43	0.0	\$217.48
Plastic knives	Stainless steel knives	65%	1,977	13	0.6	\$237.25
Plastic forks	Stainless steel forks	65%	1,977	11	0.4	\$237.25
Plastic spoons	Stainless steel spoons	65%	1,977	11	0.3	\$355.88
Plastic straws	Stainless steel straws	65%	1,582	2.9	6.8	\$79.08
<b>TOTALS:</b>		<b>65%</b>	<b>26,493 pieces</b>	<b>595 lbs.</b>	<b>1.6 months</b>	<b>\$3,120</b>

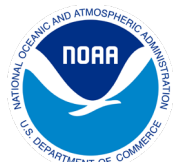
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\*\*The restaurant continues to use disposable foodware for takeout orders.

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## CASE STUDY:

# La Torta Loca



### BUSINESS PROFILE

**Name:**

La Torta Loca

**Location:**

Oakland, CA

**Service Type:**

Dine-in and take-out

**Warewashing:**

3-sink system



Located on International Boulevard, you will find La Torta Loca a quaint, mainly take-out restaurant that serves delicious tortas, sopas, and standard Fruitvale fare of burritos and tacos. Since their business is 75% to-go, we only converted 25% of their disposables to reusable, and yet La Torta Loca shows that even small reuse changes can add up and save restaurant owners money.

### Changes to serviceware for less waste and more savings:

Paper cups 32 oz.	→	SAN reusable tumblers
Clear cups 16 oz./20 oz./24 oz.	→	SAN reusable tumblers
Coffee cups 20 oz.	→	Ceramic coffee cups
Coffee lids	→	Dine-in reduction with reusable coffee cups
Plastic knives	→	Stainless steel knives
Plastic forks	→	Stainless steel forks
Plastic spoons	→	Stainless steel spoons
Plastic straws	→	Stainless steel straws
8 7/8" Foam plates	→	Stoneware plates
Paper plates	→	Aluminum plates

**BEFORE and AFTER: La Torta Loca made a small 25% switch of their disposable foodware to reusable (which represented 100% conversion for their dine-in guests) and will still avoid nearly 250 pounds of toxic plastic waste annually.**



Socorro Martinez,  
Co-Owner

### THE BOTTOM LINE

- \$934 net annual savings
- 8,462 disposable items reduced per year
- 249 pounds of annual waste reduction
- 5.9 month payback period



# RESULTS

Disposable Product Replaced or Minimized	Recommendation Implemented	PACKAGING IMPACTS			COST IMPACTS	
		Percent Disposable Reduction	Annual Quantity of Disposable Product Reduced	Annual Waste Reduction (lbs.)	Payback Period (months)	Annual NET* Cost Savings After Payback Period (\$)
32 oz. Paper cups**	SAN Reusable tumblers	25%	494	26.6	15.9	\$57
16 oz. Clear plastic cups**	SAN Reusable tumblers	27%	963	42.6	8.6	\$73
20 oz. Clear plastic cups**	SAN Reusable tumblers	25%	1,825	102.2	9.4	\$140
24 oz. Clear cups**	SAN Reusable tumblers	25%	913	27.4	0.0	\$82
20 oz. Coffee cups**	Ceramic coffee cups	24%	146	5.7	68.3	\$12
Plastic coffee lids**	Dine-in reduction with reusable coffee cups	25%	126	0.4	0.0	\$6
Plastic knives**	Stainless steel knives	25%	380	2.5	2.5	\$46
Plastic forks*	Stainless steel forks	25%	3,042	17.3	0.1	\$365
Plastic spoons**	Stainless steel spoons	24%	243	1.4	0.4	\$46
Plastic straws**	Stainless steel straws	25%	608	1.1	21.2	\$30
8 7/8" Foam plates**	Stoneware plates	25%	1,521	20.2	0.0	\$73
Paper plates**	Aluminum plates	25%	127	2.0	280.6	\$4
<b>TOTALS:</b>		<b>25%</b>	<b>8,462 pieces</b>	<b>249 lbs.</b>	<b>5.9 months</b>	<b>\$934</b>

\*Net Cost Impact considers any upfront and ongoing costs associated with the purchase and care of reusable items and capital improvements needed to carry out ReThink Disposable's recommendations. Net cost savings are based on avoided disposable foodware purchases

\*\*The restaurant continues to use single use foodware for takeout orders.

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THE OCEAN FOUNDATION



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## CASE STUDY: Parra's



### BUSINESS PROFILE

**Name:**

Parra's

**Location:**

Oakland, CA

**Service Type:**

Dine-in and take-out includes outdoor seating

**Warewashing:**

3-sink system, dishwasher



Parra's is a traditional Mexican restaurant in the heart of the Fruitvale. Their menu is authentic, and their specialty is their delicious tlayudas oaxaqueñas which the owner, Carlos, encourages everyone to try. The atmosphere is friendly, and everyone is welcome to stop in for a bite or take mole poblano home for the family.

Parra's was already using reusable foodware for their dine-in guests but were still relying on plastic straws and sauce cups. Replacing them with stainless steel reusable foodware will positively impact the community diverting over 41,000 pieces of harmful disposable plastics annually.

### Changes to serviceware for less waste and more savings:

Plastic sauce cups	→	Stainless steel sauce cups
Plastic straws	→	Stainless steel straws

### BEFORE and AFTER: Parra's replaced plastic straws and sauce cups with stainless steel reusable foodware.



### THE BOTTOM LINE

- \$694 net annual savings
- 41,063 disposable items reduced per year
- 143 pounds of annual waste reduction
- 1.9 month payback period

**“You brought some goodness to our restaurant! I tried the stainless-steel straws, and I really enjoy my jamaica drink now!... I am excited that this will help us save money.”**

— Carlos Parra, Owner



Samara, Parra's Employee



# RESULTS

RESULTS		PACKAGING IMPACTS			COST IMPACTS	
Disposable Product Replaced or Minimized	Recommendation Implemented	Percent Disposable Reduction	Annual Quantity of Disposable Product Reduced	Annual Waste Reduction (lbs.)	Payback Period (months)	Annual NET* Cost Savings After Payback Period (\$)
Disposable 1.5 oz. plastic sauce cups**	4 oz. Stainless steel sauce Cups	75%	22,813	110	1.2	\$365
Disposable 10.25" plastic straws**	8.5" Stainless steel straws	75%	18,250	34	2.7	\$329
<b>TOTALS:</b>		<b>75%</b>	<b>41,063 pieces</b>	<b>144 lbs.</b>	<b>1.9 months</b>	<b>\$694</b>

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# CASE STUDY: Powderface



## BUSINESS PROFILE

**Name:**

Powderface

**Location:**

Oakland, CA

**Service Type:**

Dine-in and take-out includes outdoor seating

**Warewashing:**

3-sink system



Located in Fruitvale Village, Powderface serves the best beignets west of New Orleans, serving both traditional and vegan beignets for those that want to have the taste of the south without the guilt. Powderface also serves coffee, smoothies, sandwiches, and crepes for a full dining experience. Powderface made a 35% switch of their total disposable foodware purchases to go 100% reusable for their dine-in guests. Powderface will not only divert over 77,000 single pieces of harmful disposable plastics every year but will also enjoy a \$3,000 annual savings.

### Changes to serveware for less waste and more savings:

White Hot Drink Dome Lid	→	Dine-in reduction with reusable cups
Flat Straw Slot Lid	→	Dine-in reduction with reusable cups
Paper coffee cup 12 oz./16 oz./20 oz.	→	Ceramic coffee cups
Clear plastic cold cup 16 oz./20 oz.	→	Stainless steel cold cups
Bio #1 Kraft Takeout Container	→	Dine-in reduction with reusable plates, serving baskets, and trays
Hot Paper Cup 8 oz.	→	Ceramic coffee cups
Eco Kraft Sandwich Bag	→	Reusable serving baskets
Disposable Wooden Stir Sticks 7.5"	→	Reduction for dine-in by request



**BEFORE and AFTER: Powderface replaced multiple single-use items, resulting in annual savings of more than \$3,000.**

### THE BOTTOM LINE

- \$3,011 net annual savings
- 77,289 disposable items reduced per year
- 1,553 pounds of annual waste reduction
- 1.7 month payback period

**“We can definitely use the help in transitioning back to reusables after COVID. We have been hit hard as a business during this time and want to thank ReThink Disposable for the help in complying with the new law!”**

— Lauren Montoya, Owner



Patricia Hernández, Manager

# RESULTS

RESULTS		PACKAGING IMPACTS			COST IMPACTS	
Disposable Product Replaced or Minimized	Recommendation Implemented	Percent Disposable Reduction	Annual Quantity of Disposable Product Reduced	Annual Waste Reduction (lbs.)	Payback Period (months)	Annual NET* Cost Savings After Payback Period (\$)
White hot drink dome lid**	Dine-in reduction with reusable cups	35%	12,775	140.5	0.0	\$398
Flat plastic straw slot lid**	Dine-in reduction with reusable cups	35%	8,517	62.2	0.0	\$270
12 oz. Paper coffee cup**	Ceramic coffee cups	35%	8,517	210.3	1.2	\$397
16 oz. Paper coffee cup**	Ceramic coffee cups	35%	4,258	251.5	1.9	\$291
20 oz. Paper coffee cup**	Ceramic coffee cups	35%	3,833	151.1	3.0	\$255
16 oz. Clear plastic cold cup**	Stainless steel cold cups	35%	4,258	119.2	3.4	\$204
20 oz. Clear plastic cold cup**	Stainless steel cold cups	35%	4,258	187.4	3.4	\$233
Bio #1 Kraft takeout container**	Dine-in reduction with reusable plates, serving baskets, and trays	35%	3,833	255.5	3.0	\$386
8 oz. Hot paper cup**	Ceramic coffee cups	35%	4,258	89.2	1.2	\$236
Eco Kraft Sandwich bag**	Reusable serving baskets	35%	8,517	59.6	1.9	\$266
Disposable wooden stir sticks 7.5"***	Reduction for dine-in by request	35%	14,265	26.4	0.0	\$75
<b>TOTALS:</b>		<b>35%</b>	<b>77,289 pieces</b>	<b>1,553 lbs.</b>	<b>1.7 months</b>	<b>\$3,011</b>

\*Net Cost Impact considers any upfront and ongoing costs associated with the purchase and care of reusable items and capital improvements needed to carry out ReThink Disposable's recommendations. Net cost savings are based on avoided disposable foodware purchases

\*\*The restaurant continues to use single use foodware for takeout orders.

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