

CASE STUDY:

Koreana Rittenhouse Square



BUSINESS PROFILE

Name:

Koreana
Rittenhouse Square

Location:

Philadelphia, PA

On-site dining: 25 seats

Take-out: 80%

Warewashing:

3-sink system

Employees: 7



Koreana, a restaurant known for its traditional Korean cuisine in Rittenhouse Square, Philadelphia, was already using many reusable foodware options for dine-in customers. Through their partnership with ReThink Disposable, Koreana identified further opportunities to reduce their reliance on single-use disposable items. These changes have not only been popular among customers but have also yielded substantial economic benefits, saving an estimated \$3,109 annually and preventing 90,669 pieces of single-use disposable foodware from entering landfills, equivalent to 758 pounds per year. The transition to stainless steel chopsticks, although initially challenging for some customers, has been met with enthusiasm as diners mastered the skill, and the use of ceramic bowls for dishes like cup-bap has enhanced the meal's popularity. In fact, the ceramic bowls have garnered such praise that customers have inquired about purchasing them for their own homes, highlighting Koreana's role in promoting sustainability while satisfying local appetites.

Changes to serveware for less waste and more savings:

Single-use plastic lined paper bowls	→	Ceramic bowls
Single-use wooden chopsticks	→	Stainless steel chopsticks
Single-use plastic lined paper coffee cups	→	Ceramic mugs

BEFORE and AFTER:

Small changes in foodware dramatically changed the presentation of Koreana's most popular meals.



THE BOTTOM LINE

- \$3,109 annual net cost savings
- 90,669 disposable items reduced per year
- 758 pounds of annual waste reduction
- 3.8 month pay-back period
- Customers learning to use stainless steel chopsticks
- Cost benefits with no payroll increases

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 (\$)
Plastic lined paper bowls	Replace with ceramic bowls	84%	10,167	430	1.8	\$1,694
Wooden chopsticks	Replace with stainless steel chopsticks	77%	79,952	296	1.0	\$1,359
Plastic lined paper cups	Replace with ceramic mugs	84%	550	32	8.5	\$55
		TOTALS:	90,669 pieces	758 lbs.	3.8 months	\$3,109

*Net Cost Savings 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.

ReThink Disposable is a program of Clean Water Action and Clean Water Fund conducted in partnership with local organizations, 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



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