

CASE STUDY:

Red's Donuts

**ReThink
Disposable**
STOP WASTE BEFORE IT STARTS



BUSINESS PROFILE

Name: Red's Donuts

Location: Seaside, CA

On-site dining: 20

Take-out: 60-70%

Warewashing: Commercial dishwasher

Average daily transactions: 200

Employees: 15



Packaging Practices prior to ReThink Disposable:

- Disposable hot cups (12 oz, 16 oz) and bio-plastic lids
- Plastic utensils
- Plastic ramekins for cream cheese
- Bio-plastic water cups and lids

Recommendations Implemented:

- Ceramic mugs (12 oz, 16 oz), elimination of disposable lids
- Stainless steel utensils
- Durable 1 oz ramekins
- Glass cups, elimination of disposable water cup lids



Since 1950, Red's Donuts has whipped up fresh, handmade donuts for the Monterey Bay community on the daily. The iconic Red's Donuts is the City of Seaside's first ever ReThink Disposable participant. Instead of serving on all disposable foodware for dine-in, Red's now serves their beverages, fresh donuts and deli sandwiches on all reusable wares, including ceramic mugs, water glasses, utensils, and ramekins. Come grab a seat at their old-fashioned diner style donut bar or grab a table for the entire family for a waste-free donut experience.

Red's Donuts loved learning about the impact of disposable items and the environmental outcome from choosing more reusable foodware. They have begun to implement the same changes at their second location outside of the City of Seaside. They realized that the upfront cost is worth everything else even if it's just getting rid of disposables for indoor dining.



Before and After: Red's Donuts switched to reusable foodware.

THE BOTTOM LINE

- \$229 upfront investment for reusable foodware
- \$12,239 in total annual net cost savings
- 201,851 disposable items reduced per year
- 1.9 tons of annual waste reduction
- 2 month average payback period
- Due to the success, the shift to reusable foodware is also happening at Red's second location

“It makes us proud to know we are making a difference for a better sustainable world. There is still a long road ahead, but taking the initiative is the most important.”

— Ericka Perez, Owner/Manager/Daughter, Red's Donuts

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 (\$)
paper 12 oz hot cups with plastic lining	Replace with ceramic mugs	50%	52,143	1,564	0.1	\$3,835
paper 16 oz hot cups with plastic lining		25%	26,071	905	0.1	\$3,008
bio-plastic hot cup lids	Eliminate for dine-in	38%	78,214	798	0.0	\$4,224
plastic spoons	Replace with stainless steel utensils	67%	4,056	101	5.0	\$73
plastic forks		80%	4,867	122	2.1	\$88
plastic knives		80%	4,867	122	6.0	\$88
plastic 1 oz ramekins	Replace with reusable durable ramekins	100%	29,200	96	0.7	\$621
bio-plastic 12 oz water cups	Replace with reusable glass tumblers	100%	1,217	12	2.9	\$152
bio-plastic 12 oz water cup lids	Eliminate for dine-in	100%	1,217	6	0.0	\$152
		TOTALS:	201,851 pieces	3,726 lbs. (1.9 tons)	1.9 months (average)	\$12,239

*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 recommendation, and are based on avoided disposable foodware purchases.

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