



## CASE STUDY:

### DeJa Blue

#### Packaging practices prior to Turn the Tide on Plastic Program:

- Plastic utensils
- Plastic containers
- Salt, pepper and sugar packages

#### Recommendations Implemented:

- Ceramic plates (10")
- Stainless steel utensils
- Glass containers and metal lids

DeJa Blue worked with the City of Seaside's Turn the Tide on Plastic Program to switch from using disposable containers and utensils for on-site dining to serving their signature dishes on ceramic plates in combination with stainless steel utensils.

DeJa Blue loved the classy look that reusables brought to the table and the cost savings from reducing disposable purchases could not be beat. Seeing the benefits of the ceramic plates and stainless steel utensils led to the replacement of other items at the restaurant. They realized that the cost savings and look are worth switching to reusables for on-site dining because that is where the majority of their business comes from. From small ramekin containers to side dishes, there are many additional reusables coming to DeJa Blue. Come try them out for yourselves!

#### THE BOTTOM LINE:

- \$322 upfront investment for reusable foodware
- \$16,991 in total annual net cost savings
- 67,221 disposable items reduced per year
- 2.6 tons of annual waste reduction
- 2 month average pay-pack period
- Due to the success, the owner of DeJa Blue recommends reusables to every business owner he encounters

## BUSINESS PROFILE:

**Name:** DeJa Blue

**Location:** Seaside, CA

**On-site dining:** 88%

**Take-out:** 12%

**Warewashing:**

3-compartment sink

**Average daily transactions:** 115

**Employees:** 6

# Deja Blue



**BEFORE**



**AFTER**



"I like them, they look great. I've been telling other restaurants that they will save and it'll look nicer. "

- Darryl, Owner, DeJa Blue

## RESULTS:

DISPOSABLE PRODUCT REPLACED OR MINIMIZED	RECOMMENDATION IMPLEMENTED	% DISPOSABLE REDUCTION	PAYBACK PERIOD (MONTHS)	ANNUAL QUANTITY OF DISPOSABLE PRODUCT REDUCED (# of pieces)	ANNUAL NET COST SAVINGS* (after payback period)	ANNUAL WASTE REDUCTION (lbs.)
3-comp clamshell	Replace with ceramic plates	94.2%	0.2	19,640	\$6,169	2,455
Hoagie clamshell		94.2%	0.2	24,551	\$7,170	2,357
Cutlery kit	Replace with stainless steel utensil	88.3%	0.3	23,030	\$3,572	405
<b>TOTAL</b>				<b>67,221</b>	<b>\$16,991</b>	<b>5,217 lbs. (2.6 tons)</b>

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

This case study was made possible through a partnership with the City of Seaside, Environmental Innovations, and ReThink Disposable.



ENVIRONMENTAL INNOVATIONS



Environmental Innovations is an environmental consultancy dedicated to helping businesses, institutions, government and individuals innovate beyond the status quo toward more equitable and sustainable solutions that benefit people, planet, and profit.  
environmentalin.com

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