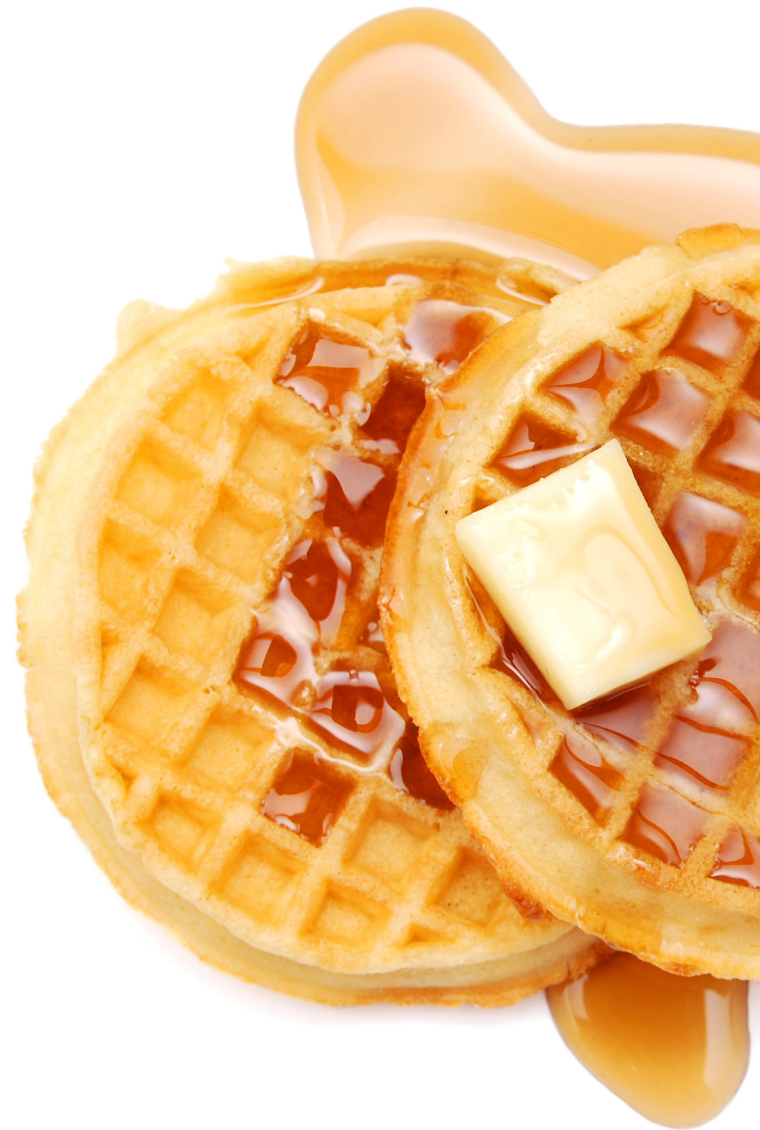


## CHALLENGE

# Waste stream support and environmental transparency for a growing business

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A national breakfast restaurant chain was rapidly growing with 50+ locations. With a very aggressive waste diversion goal, the company needed a provider that would go beyond simply offering waste and recycling services. They needed a true partner to support the company's industry-leading focus on sustainability.



## SOLUTION

# Maximize service while minimizing waste

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Rubicon assisted the company in achieving their 90% waste diversion goal through comprehensive recycling and composting programs, and maximizing service days.

## RESULTS



### Implementation

Each new location was provided with either a compost solution or enough time ahead of opening to add a digester



### Diversion

New locations required a recycling-only dumpster for turnover



### Optimization

Locations were right-sized to use a small trash dumpster with Monday and Friday pickups only, maximizing container usage



### Single Stream

Implemented single stream recycling for all 40+ locations



### Compost

The restaurant requires compost haulers to accept meats as well as other organics materials



### Mailback

Innovative zero waste initiatives including mailback programs for crayons and other hard-to-recycle items

## IN-PROGRESS PROJECTS

- Rapidly growing with 50+ serviced locations and 10-14 new locations opening per year
- Working with Rubicon's Circular Economy Solutions Team on a Sustainable Material Action Plan for their new diversion goal of Zero Waste
- Optimizing the use of RUBICONConnect™ to house their entire material list for accurate diversion and emission calculations
- Working on expanding mail-back programs to capture hard-to-recycle items