

## CASE STUDY:

# Jersey Joe's Coastsides



### BUSINESS PROFILE

**Name:** Jersey Joe's Coastsides

**Location:** Half Moon Bay, CA

**On-site dining:** 50 seats

**Take-out:** 50%

**Warewashing:** 3-sink



### Packaging Practices prior to ReThink Disposable:

- Single-use sauce cup for some sauces
- Single-use water cups
- Single-use utensils
- Plastic reusable baskets that were repeatedly thrown out by customers

### Recommendations Implemented:

- Reusable stainless steel sauce cups
- Reusable stainless steel water cups
- Reusable metal utensils
- Stainless steel metal trays that are more recognizable as a reusable product
- Bus tubs and signage indicating where to put dirty reusables

Jersey Joe's Coastsides is a hot local spot to grab a cheesesteak or burger and watch the game with your friends. The owners of Jersey Joe's had concerns about plastic entering local waterways and the many other environmental effects of plastic production. Having already switched out plenty of their plastic disposables for more expensive compostable options (stopping 85,167 plastic utensils alone from entering our waterways every year), they were interested in what they could do further.



In removing plastic single-use sauce cups, water cups, plastic baskets that were being thrown out mistakenly by guests, and by using reusable utensils all for dine-in guests, Jersey Joe's has stopped **193,554 pieces (over 1,700 lbs)** of single-use plastic disposables reaching its trash cans and our waterways every year. By implementing reusable practices, Jersey Joe's saves **\$5,588** per year after a 6-month payback period. Additionally, Jersey Joe's now uses condiment dispensers in order to reduce reliance on individually packed condiment packets; now Jersey Joe's buys them in bulk, further reducing waste and saving more dollars!

### THE BOTTOM LINE

- \$5,588 in total annual net cost savings
- 193,554 disposable items reduced per year
- 1,710 pounds of annual waste reduction

**"Customers are very happy to see that we are making the effort to be more environmentally conscious!"**

— Moni Seng, Owner

*Before and After: Jersey Joe's replaced single-use water cups and sauce cups with stainless steel versions. Baskets were replaced with stainless steel trays.*

# 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 (\$)
8 oz. Water Cups	Replace with stainless steel reusable alternative	100%	10,429	197	2.1	\$782
Plastic Sauce Cups	Replace with a reusable stainless steel sauce cup for dine-in	50%	45,625	209	1.6	\$572
Plastic Sauce Cup Lid	Eliminate for dine-in	50%	45,625	151	0.0	\$556
Wooden Knives	Replaced with stainless steel reusables for dine-in	50%	26,071	138	0.2	\$925
Wooden Forks	Replaced with stainless steel reusables for dine-in	50%	39,107	260	0.1	\$1,486
Wooden Spoons	Replaced with stainless steel reusables for dine-in	50%	26,071	167	0.2	\$990
Red Plastic Baskets	Metal trays	100%	626	588	38.6	\$277
		<b>TOTALS:</b>	<b>193,554 pieces</b>	<b>1,710 lbs</b>	<b>6 months (average)</b>	<b>\$5,588</b>

\*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.

Jersey Joe's invested \$1,147 to purchase bus tubs, signs, stainless steel ramekins, dining trays, and utensils to replace single-use serviceware, which yielded over \$5,500 in annual net savings after the payback period.

Foodware was subsidized by ReThink Disposable, Plastic Free Restaurants, and San Mateo County's Office of Sustainability — additional funding was provided to Jersey Joe's because it is a minority-owned business.

ReThink Disposable is a program of Clean Water Action and Clean Water Fund conducted in partnership with local 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](http://www.rethinkdisposable.org).



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