



## CASE STUDY

# FALAFEL, ETC.

Location: Fremont, California

Service Type: Dine-in and takeout services with both indoor and outdoor seating

Warewashing: three-sink system

### AT A GLANCE

- 100% reduction in single-use disposable foodware for dine-in
- 158,468 pieces (4,129 pounds) of single-use foodware eliminated from the waste stream annually
- Saving \$11,779 annually

### CHANGES TO SERVICEWARE

Small & Medium Bowls	→	Small & Medium Ceramic Bowls
Round & Oval Plates	→	Ceramic Plates
Black Plastic Utensils	→	Stainless Steel Utensils
Paper Coffee Cups	→	Ceramic Coffee Mugs
Coffee Cup Lids	→	Eliminated
Plastic Drink Cups & Water Cups	→	Stainless Steel Cups
Paper-wrapped Plastic Straws	→	Stainless Steel Straws
Drink Cup Lids	→	Eliminated
Soup Cup Lids	→	Eliminated
Small & Large Sauce Cups	→	Stainless Steel Sauce Cups
Sauce Cup Lids	→	Eliminated

Falafel, Etc. has been serving the East Bay community for nearly two decades. Dedicated to delivering an authentic Palestinian/Israeli experience right from the Bay area, their falafel is world-class, Shawarma seasoning is imported from Israel, and Hummus is delectable. Falafel, Etc. had reusables, but, like many restaurants, they went all-disposable during the pandemic. Fremont's incentive funding and ReThink's technical assistance and support was just the assistance they needed to get back on track!

With the help of our ReThink Disposable Zero Waste Specialists, Falafel, Etc. is eliminating 4,129 pounds (the weight of a mid-size SUV!) from the waste stream, and the business is saving \$11,779 annually, which can be reinvested into other upgrades to the space. They were able to cut their total disposable usage by 50% annually, and eliminate 100% of their single use disposables for dine-in customers, elevating the dining experience.

### BEFORE → AFTER



"It feels like a positive step for the restaurant and the environment. We like the fact that it gives our guests a more quality feel and enhances their dining experience for the better, while reducing our carbon footprint and lowering our overhead. Can't beat that!" - Rum Alvarez, Manager



# FALAFEL, ETC. RESULTS

Disposable Product Replaced or Minimized	Recommendation Implemented	PACKAGING IMPACTS			COST IMPACTS	
		Percent Disposable Reduction**	Annual Quantity of Disposable Product Reduced	Annual Waste Reduction (lbs.)	Payback Period (months)	Annual NET Cost Savings After Payback Period (\$)*
Small & Medium Bowls	Small & Medium Ceramic Bowls	50%	12,167	274	1.3	\$1,270.75
Small & Large Sauce Cups	Stainless Steel Sauce Cups	50%	15,208	82	2.25	\$727.57
Sauce Cup Lids	Eliminated	50%	15,208	44	0.0	\$191.87
Paper Coffee Cup	Ceramic Coffee Mugs	50%	6,083	142	7.3	\$358.92
Coffee Cup Lids	Eliminated	50%	6,083	59	0.0	\$331.12
20 oz. Plastic Drink Cups & Water Cups	Stainless Steel Cups	50%	35,283	1,441	1.9	\$2,767.43
Paper Wrapped Plastic Straws	Stainless Steel Straws	50%	3,042	38	1.6	\$100.31
Small Round, Medium & Large Oval Plates	Ceramic Small Round, Ceramic Medium & Large Oval Plates	50%	18,249	763	1.9	\$2,048.87
Bundled Black Plastic Utensils, Individual Forks & Spoons	Stainless Steel Forks, Knives & Spoons	50%	31,937	855	1.7	\$2,032.87
Soup Cup Lids	Eliminated	50%	12,166	96	0.0	\$809.38
Drink Cup Lids	Eliminated	50%	3,042	335	0.0	\$1,140.32
<b>TOTALS</b>		<b>50%</b>	<b>158,468</b>	<b>4,129 lbs.</b>	<b>1.3 mos.</b>	<b>\$11,779.41</b>

\*Net Cost Impact 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.

\*\*The restaurant continues to use disposable foodware for takeout orders.

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](http://www.rethinkdisposable.org)

