



CASE STUDY

VOCA COFFEE

Location: Fremont, California

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

Warewashing: three-sink system

AT A GLANCE

- 87% reduction in single-use disposable foodware
- 41,659 pieces (293 pounds) of single-use foodware eliminated from the waste stream annually
- Saving \$1,609 annually

Voca Coffee is a boutique coffee roaster and online coffee retailer. It offers a collection of premium coffee beans originating from the most renowned coffee-producing regions, like Sumatra, Java, Ethiopia, Kenya and Costa Rica. With specially-designed roasting profiles, roast-to-order and cupping processes, Voca assures that the coffee reaches you at the peak of freshness. Through hand-crafted coffee, Voca wishes to offer a space and a moment to listen to the inner calling, and follow.

With the help of our ReThink Disposable Zero Waste Specialists, Voca Coffee is eliminating 1,356 pounds (the weight of a blue wildebeest!) from the waste stream, and the business is saving \$1,609 annually, which can be reinvested into other upgrades to the space. They were able to cut their overall disposable usage by 87% annually, and completely eliminate the usage of food service film in the kitchen.

CHANGES TO SERVICeware

Paper-Wrapped Straws	➔	Glass Straws with Brush
Wood Stir Sticks	➔	Silicone Stir Sticks
Wood Paddle Picks	➔	Metal Cocktail Skewers
Disposable Sweetener Packets	➔	Glass Sugar Pourer
Food Service Film	➔	Airtight Proof Boxes with Lids

BEFORE



AFTER





VOCA COFFEE RESULTS

In collaboration with the City of Fremont, ReThink Disposable assisted Voca Coffee in eliminating 87% of their dine-in disposable foodware. By purchasing proof boxes with lids, our ReThink specialists also eliminated Voca’s need for food service film in the kitchen. These small changes in front of and behind the counter are eliminating 41,000 individual single-use items and 228 pounds of cling wrap from the waste stream annually.

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 (\$)*
Wrapped Straws	Glass Straws with Cleaning Brushes	50%	6,083	22.14	1.7	\$220.49
Wood Stir Stick	Silicone Stir Stick	100%	10,000	21.62	16.5	\$104.98
Wood Paddle Pick	Stainless Steel Cocktail Pick	100%	7,300	15.55	0.7	\$306.53
Disposable Sweetener Packets	Glass Sugar Pourer	100%	18,250	5.48	0.2	\$456.07
Food Service Film	Proof Boxes with Lids	100%	26	228.13	8.7	\$521.17
TOTALS		87%	41,659	292.92 lbs.	4.3 mo.	\$1,609.24

*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

