

# CASE STUDY: Powderface



## BUSINESS PROFILE

**Name:**

Powderface

**Location:**

Oakland, CA

**Service Type:**

Dine-in and take-out includes outdoor seating

**Warewashing:**

3-sink system



Located in Fruitvale Village, Powderface serves the best beignets west of New Orleans, serving both traditional and vegan beignets for those that want to have the taste of the south without the guilt. Powderface also serves coffee, smoothies, sandwiches, and crepes for a full dining experience. Powderface made a 35% switch of their total disposable foodware purchases to go 100% reusable for their dine-in guests. Powderface will not only divert over 77,000 single pieces of harmful disposable plastics every year but will also enjoy a \$3,000 annual savings.

## Changes to serviceware for less waste and more savings:

White Hot Drink Dome Lid	→	Dine-in reduction with reusable cups
Flat Straw Slot Lid	→	Dine-in reduction with reusable cups
Paper coffee cup 12 oz./16 oz./20 oz.	→	Ceramic coffee cups
Clear plastic cold cup 16 oz./20 oz.	→	Stainless steel cold cups
Bio #1 Kraft Takeout Container	→	Dine-in reduction with reusable plates, serving baskets, and trays
Hot Paper Cup 8 oz.	→	Ceramic coffee cups
Eco Kraft Sandwich Bag	→	Reusable serving baskets
Disposable Wooden Stir Sticks 7.5"	→	Reduction for dine-in by request



**BEFORE and AFTER: Powderface replaced multiple single-use items, resulting in annual savings of more than \$3,000.**



## THE BOTTOM LINE

- \$3,011 net annual savings
- 77,289 disposable items reduced per year
- 1,553 pounds of annual waste reduction
- 1.7 month payback period

**“We can definitely use the help in transitioning back to reusables after COVID. We have been hit hard as a business during this time and want to thank ReThink Disposable for the help in complying with the new law!”**

— Lauren Montoya, Owner



Patricia Hernández, Manager

# 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 (\$)
White hot drink dome lid**	Dine-in reduction with reusable cups	35%	12,775	140.5	0.0	\$398
Flat plastic straw slot lid**	Dine-in reduction with reusable cups	35%	8,517	62.2	0.0	\$270
12 oz. Paper coffee cup**	Ceramic coffee cups	35%	8,517	210.3	1.2	\$397
16 oz. Paper coffee cup**	Ceramic coffee cups	35%	4,258	251.5	1.9	\$291
20 oz. Paper coffee cup**	Ceramic coffee cups	35%	3,833	151.1	3.0	\$255
16 oz. Clear plastic cold cup**	Stainless steel cold cups	35%	4,258	119.2	3.4	\$204
20 oz. Clear plastic cold cup**	Stainless steel cold cups	35%	4,258	187.4	3.4	\$233
Bio #1 Kraft takeout container**	Dine-in reduction with reusable plates, serving baskets, and trays	35%	3,833	255.5	3.0	\$386
8 oz. Hot paper cup**	Ceramic coffee cups	35%	4,258	89.2	1.2	\$236
Eco Kraft Sandwich bag**	Reusable serving baskets	35%	8,517	59.6	1.9	\$266
Disposable wooden stir sticks 7.5"***	Reduction for dine-in by request	35%	14,265	26.4	0.0	\$75
<b>TOTALS:</b>		<b>35%</b>	<b>77,289 pieces</b>	<b>1,553 lbs.</b>	<b>1.7 months</b>	<b>\$3,011</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 single use 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)



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