

CASE STUDY:

La Torta Loca



BUSINESS PROFILE

Name:

La Torta Loca

Location:

Oakland, CA

Service Type:

Dine-in and take-out

Warewashing:

3-sink system



Located on International Boulevard, you will find La Torta Loca a quaint, mainly take-out restaurant that serves delicious tortas, sopas, and standard Fruitvale fare of burritos and tacos. Since their business is 75% to-go, we only converted 25% of their disposables to reusable, and yet La Torta Loca shows that even small reuse changes can add up and save restaurant owners money.

Changes to serviceware for less waste and more savings:

Paper cups 32 oz.	→	SAN reusable tumblers
Clear cups 16 oz./20 oz./24 oz.	→	SAN reusable tumblers
Coffee cups 20 oz.	→	Ceramic coffee cups
Coffee lids	→	Dine-in reduction with reusable coffee cups
Plastic knives	→	Stainless steel knives
Plastic forks	→	Stainless steel forks
Plastic spoons	→	Stainless steel spoons
Plastic straws	→	Stainless steel straws
8 7/8" Foam plates	→	Stoneware plates
Paper plates	→	Aluminum plates

BEFORE and AFTER: La Torta Loca made a small 25% switch of their disposable foodware to reusable (which represented 100% conversion for their dine-in guests) and will still avoid nearly 250 pounds of toxic plastic waste annually.



Socorro Martinez,
Co-Owner

THE BOTTOM LINE

- \$934 net annual savings
- 8,462 disposable items reduced per year
- 249 pounds of annual waste reduction
- 5.9 month payback period

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 (\$)
32 oz. Paper cups**	SAN Reusable tumblers	25%	494	26.6	15.9	\$57
16 oz. Clear plastic cups**	SAN Reusable tumblers	27%	963	42.6	8.6	\$73
20 oz. Clear plastic cups**	SAN Reusable tumblers	25%	1,825	102.2	9.4	\$140
24 oz. Clear cups**	SAN Reusable tumblers	25%	913	27.4	0.0	\$82
20 oz. Coffee cups**	Ceramic coffee cups	24%	146	5.7	68.3	\$12
Plastic coffee lids**	Dine-in reduction with reusable coffee cups	25%	126	0.4	0.0	\$6
Plastic knives**	Stainless steel knives	25%	380	2.5	2.5	\$46
Plastic forks*	Stainless steel forks	25%	3,042	17.3	0.1	\$365
Plastic spoons**	Stainless steel spoons	24%	243	1.4	0.4	\$46
Plastic straws**	Stainless steel straws	25%	608	1.1	21.2	\$30
8 7/8" Foam plates**	Stoneware plates	25%	1,521	20.2	0.0	\$73
Paper plates**	Aluminum plates	25%	127	2.0	280.6	\$4
TOTALS:		25%	8,462 pieces	249 lbs.	5.9 months	\$934

*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.

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