



## CUSTOMER SPOTLIGHT



### Greenware® Success Stories

Marc Jacobs, Vice President and Partner of Lettuce Entertain You Enterprises in Chicago, IL has had excellent success with the use of Greenware® cups at Foodlife, Water Tower Mall's premier urban dining venue.

### When did you start using Greenware® and why?

We began using the Greenware® cups about two and a half years ago. I was at the Urth cafe in Santa Monica, and liked the green message printed on the cup. Upon my return to Chicago, my team and I sourced the products and made the switch. We recently added our logo to the Greenware® cups as well.

### What do you like most about using Greenware®?

I like both the branding message and quality. While we cannot force the guest to make eco-friendly choices, we can do our part by purchasing eco-friendly packaging and educating the guest.

### Has there been any response from the general public about your sustainability efforts and use of Greenware®?

Yes, we often receive comments about the many efforts we are making to be more sustainable in our business. One of the most positive is the awareness of the many green options available, especially when it comes to the younger generation of guests. Specific to the Greenware® cup - "This is so cool, I cannot believe it is made from plants!"

### What difference has the addition of Greenware® cups made to your operation?

The biggest difference Greenware® has made to our operation has been the branding of a "green message" to our consumer. We are very pleased with the product line, and look forward to building our base of Greenware®.