



**GREENWARE®**  
MADE FROM PLANTS

Show Your True Colors.™

# Sustaining Your Success

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## Green Trends

### New Legislation

The Chicago Public School system throws away 35 million Styrofoam lunch trays each year. With that in mind, the city of Chicago is hoping to follow suit of cities like San Francisco and Seattle by implementing legislation banning EPS foam that would impact area cafeterias, restaurants and stores, with penalties involving serious fines.



### Restaurant Chains Choose Sustainability

Two popular restaurant chains, Quiznos and Baja Fresh Mexican Grill are adapting new eco-friendly packaging. Quiznos announced it will use 100% compostable wax-coated paper cups as well as napkins made of 100% recycled material and fibers. Baja Fresh Mexican Grill plans to roll out recycled packaging and biodegradable plates by the end of 2010.

## Upcoming Events

The National Restaurant Association (NRA) Show is just around the corner! The Greenware® line of products will be featured at the Fabri-Kal Booth (Booth # S-1841).

Sustainability practices will be in focus at this year's show. The Conserve Solutions Center will feature the importance of "going green" for the environment and also showcase how it can make a positive impact on business in today's market. NRA will also launch "Greener Restaurants," a web-based initiative designed to recognize operators' Earth-friendly endeavors. For more information about NRA's conservation initiatives, visit <http://conserve.restaurant.org>.



## Know the Competition

Bare™ by Solo®: Bringing Alternative Resources for the Environment

- Bare™ offers a line of PLA hot cups, treated paper cold cups, paper cone and water cups that are compostable in a commercial compost facility, as well as cold cups made from 20% PCR PET.
- Bare™ is the "greenest" line of products made by Solo®.
- Solo's Bare™ plates are made with annually renewable resources like corn, sugar cane and bamboo. The Bare™ special occasion line of dinnerware is made specifically from renewable sugarcane.

## Greenware®, Not Just for Beverages

Did you think Greenware® products are just for beverages? Think again! Read below for some of our favorite and creative ways to use Greenware®.

1. Layered parfaits
2. Fresh fruit or veggies
3. Smoothies
4. Gourmet iced-coffees
5. Frozen yogurt
6. Green salad
7. Individual cupcakes
8. Use on the patio or for any al fresco dining
9. Fruit salad
10. Donut holes



## Kalamazoo Businesses Make Being Green a Top Priority

Leading Kalamazoo businesses made sure their carbon footprint was as small as possible this Earth Day. And they know that the 22nd of April isn't the only day of the year that they need to be concerned about being green.

Bell's Brewery, a regional craft brewery with a growing nationwide reputation, uses Greenware® drink cups at their Eccentric Café in downtown Kalamazoo. The brewery even takes their eco-responsibility one step further by having all of their Greenware® cups composted by Mulder's Landscape Supplies Incorporated.

Mulder's Landscape Supplies Incorporated, a Kalamazoo-area business, has begun to compost the Greenware® cups from Bell's Eccentric Cafe at their area facility. Mulder's handles the composting of leaves and yard waste for the entire city of Kalamazoo and has the capability to compost the Greenware® cups alongside the rest of their natural waste.

To celebrate Earth Day, Fabri-Kal implemented a program

to compost Greenware® cups used in their headquarters' building. The cups used in the building will be composted by Mulder's Landscape Supplies Incorporated.

Like many areas of the country, Southwest Michigan does not have a municipal composting facility in the area. With that issue front of mind, Bell's Brewery, Fabri-Kal and Mulder's Landscape Supplies Incorporated worked together to come up with this unique partnership to ensure that the Greenware® cups used in the Eccentric Café and at Fabri-Kal would be composted and returned to the Earth.

For Fabri-Kal, Bell's Brewery and Mulder's Landscape Supplies Incorporated, their role in eco-responsibility stretches far beyond the annual Earth Day celebration. These companies set a prime example for small ways that local businesses can make a big impact in their community, and for the planet.



## foodlife® 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.

**SYS: When did you start using Greenware® and why?**

**MJ:** 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.

**SYS: What do you like most about using Greenware®?**

**MJ:** 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.

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

**MJ:** 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!"

**SYS: What difference has the addition of Greenware® cups made to your operation?**

**MJ:** 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®.

To see your customer's success story in an upcoming issue, email [eeewing@f-k.com](mailto:eeewing@f-k.com).



Questions or comments? Please email [eeewing@f-k.com](mailto:eeewing@f-k.com).



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