

CHALLENGE

# Successfully compost at multiple locations while following strict regulations and space constraints.

With a laser focus on sustainability, a fast-casual restaurant chain uses only compostable foodservice ware and other recyclable items at all their locations. Yet with limited organics hauler options, it became challenging to find composting solutions to maintain their mission-driven goals. And their often historic downtown locations meant they needed to follow strict regulations and space constraints — making it difficult to successfully implement composting and multi-stream recycling. They needed a new waste management provider that could:

- 1 Identify the right equipment to meet composting needs
- 2 Provide cost-efficient and compost-friendly hauler partners
- 3 Implement and streamline additional waste diversion methods
- 4 Track and analyze sustainability efforts



**SOLUTION**

# An expansive hauler network and customized organics recycling solutions.

Rubicon analyzed the company’s equipment and service level needs with a focus on operations within each restaurant. They installed a combination of front and rear load containers, carts and compactors by thoroughly reviewing each location’s unique needs. By engaging with landlords and property managers, Rubicon designed a program that doubled the company’s composting scale. Rubicon helped the company’s corporate office address their zero waste practices and create a streamlined plan for implementation at their multiple locations. With in-depth and near real-time waste stream analysis, Rubicon is able to flex service levels for each restaurant based on demand. Coupled with an extensive nationwide hauler network and flexible pickup schedules, the chain reached an 85 percent waste-to-landfill diversion rate. Currently, Rubicon manages all waste streams (trash, recycling, and compost) for 120 locations along with the new store pipeline, which aims to double the company’s footprint over the next two years.

**RESULTS**



**DIVERSION RATE**

Achieved **85%** diversion across company locations



**ORGANICS**

Doubled composting scale through organics recycling



**IMPLEMENTATION**

Streamlined launch process and operations



**REPORTING**

Provided multi-location consolidated billing and reporting



**OPTIMIZATION**

Replaced equipment to better fit requirements



**TRANSPARENCY**

Enhanced access to service data and analytics for locations

