

## CHALLENGE

# Assist Chipotle with its advanced sustainability and diversion goals

Chipotle sought Rubicon's help with diverting 50% of their waste. The partnership began in 2012 with a small number of locations and has since expanded to more than 3,000 stores nationwide. Our companies have worked tirelessly to maximize recycling and composting services in all of Chipotle's local markets, and to manage growth in new and established markets. Our services include right-sizing to maximize operational efficiency and necessary recycling services at as many locations as possible, to continually support Chipotle's sustainability goals.



## SOLUTION

# Implement a right-streaming program to increase recyclable materials

At program inception, we implemented the four phases of right-streaming. We were able to decrease Chipotle trash by 22 percent and increase its recycling by 44 percent, while delivering over 6 percent in cost savings. This initiative was a huge undertaking and required assistance from all teams at Rubicon. We adjusted 1,741 unique services and worked closely with Chipotle's property managers to obtain approval to add exclusive recycling to 20 Common Area Maintenance (CAM) locations.

## RESULTS

### Diversification rate

**Diversification programs** in place at **82% of locations**

### Organics

**Increased composting by 11%** through organics recycling

### Optimization

Replaced equipment to better fit requirements

### Cost savings

Delivered over **6% annual cost savings** from service optimization alone

### Implementation

Streamlined launch process and operations

### Reporting

Provided multi-location consolidated billing and reporting

Our Sustainability teams are working together to develop a scope of work that will accelerate Chipotle's progress and enhance their current circular economy practices, including, but not limited to, reuse, repurposing, source reduction, and material substitution.

Chipotle currently has an overall **diversion-from-landfill rate of 54%** in stores managed by Rubicon and has **increased composting overall by 11%** in the past year. These diversion rates are fueled by Chipotle's continued focus on providing recycling and composting services in its restaurants to greater align with our companies' joint mission to end waste. New composting sites and right-sizing initiatives continue to go live every month.

## ONGOING TASKS

- Evaluating and vetting circular economy solutions and providers
- Launching additional circular economy pilot programs with Rubicon-approved vendors
- Providing sustainable materials management (SMM) services