

CHALLENGE

Waste stream support and environmental transparency for a growing business

A national breakfast restaurant chain was rapidly growing with 50+ locations. With a very aggressive waste diversion goal, the company needed a provider that would go beyond simply offering waste and recycling services. They needed a true partner to support the company's industry-leading focus on sustainability.



SOLUTION

Maximize service while minimizing waste

Rubicon helped the company **achieve a 90% waste diversion goal** through comprehensive recycling and composting programs, and maximizing service days.

RESULTS

Implementation

Each new location was provided with either a compost solution or enough time ahead of opening to add a digester

Diversion

New locations required a recycling-only dumpster for turnover

Optimization

Locations were rightsized to use a small trash dumpster with Monday and Friday pickups only, maximizing container usage

Single Stream

Implemented single-stream recycling for all 40+ locations

Compost

The restaurant requires compost haulers to accept meats as well as other organic materials

Mail-back

Innovative zero waste initiatives including mailback programs for crayons and other hard-to-recycle items

IN-PROGRESS PROJECTS

- Rapidly growing with 50+ serviced locations and 10-14 new locations opening per year
- Working with Rubicon's Circular Economy Solutions Team on a Sustainable Material Action Plan for their new diversion goal of Zero Waste
- Optimizing the use of RUBICONConnect™ to house their entire material list for accurate diversion and emission calculations
- Working on expanding mail-back programs to capture hard-to-recycle items