



# Elemental Impact's Annual Food & Beverage Packaging Value Chain Meeting

*Elissa Elan*

*National Restaurant Association*



@WeRRestaurants



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/NationalRestaurantAssociation

**Restaurant.org**

# National Restaurant Association

Founded in 1919, the Association represents America's restaurant industry which is:

- Nation's second largest private sector employer
- An industry with 13.5 million employees
- Nearly one million locations
- Annual sales of more than \$683 billion

# What's **HOT**

2015 CULINARY FORECAST

## TOP 10 FOOD TRENDS

1. Locally sourced meat and seafood
2. Locally grown produce
3. Environmental sustainability
4. Healthful kids' meals
5. Natural ingredients/minimally processed food
6. New cuts of meat
7. Hyper-local sourcing
8. Sustainable seafood
9. Food waste reduction/management
10. Farm/estate branded items



## Recent Trends

NRA surveyed nearly 1,300 chefs on the top food trends for 2015...

Environmental sustainability gains momentum.

# Conserve: A Resource for Everyone

- Free sustainability education for restaurateurs
- Dynamic content:
  - 50+ videos
  - Best practices in water, energy, and waste reduction
  - “Conserve Conversations” & blogs with industry leaders
  - “Ask the Expert” Q & A



Connect with us on Facebook at Restaurants Conserve & Twitter @ConserveNow! We'll keep you in the loop on upcoming events, fun facts, and industry insights.

CONNECT



### FEATURED VIDEO

Laura Turner Seydel, Turner Foundation

Hear about environmentalist Laura Turner Seydel's efforts to make Atlanta a more sustainable city, what Ted's Montana Grill an environmentally friendly restaurant chain and why she supports Zero Waste Zones and Conserve.



### NEW & HIGHLIGHTS

Read our **SUSTAINABILITY SURVEY** results!



#### Survey results are out!

Our latest report outlines results from a survey of more than 1,000 fullservice and quickservice operator respondents and summarizes restaurateur efforts and the industry's interest in sustainability.



#### Paula Owens, Ted's Montana Grill

Meet Paula Owens! As the purchasing and sustainability manager, she describes ways that restaurants can "walk your sustainability talk" as a business and what that really means for Ted's.



#### Hand Dryers

Installing energy-efficient hand dryers in your restaurant's bathrooms is a smart way to save on utility costs. Wondering why? See the handful of reasons.

### BEST PRACTICES

Take advantage of these best practices to use water wisely!



**What ARE you spending?**  
 Track water and energy use  
 One of your biggest purchases is probably one you know the least about: utility bills! Tracking water and energy costs, just like labor, food, and rent, to understand where you can conserve.



**A twist on water service:**  
 Offer before pouring  
 Asking one simple question: "Would you like a glass of water?" is a great way to save water in your restaurant. This easy step saves not only water, but ice and dishwashing costs.



**One great trade:** Swap your old pre-rinse spray valves and save \$\$\$  
 Spray valves can account for nearly one-third of the water used in the typical commercial kitchen. Low-flow units are designed effectively with high velocity to ensure that they do the same job as higher-pressure units.



**Don't be a drip: fix leaks fast**  
 Allowing leaks to drip can poke holes in your finances. The relentless drip erodes your profits at least two times over: paying for the water and paying for the sewer. If it's a hot water leak, add a third cost: heating the water. Take a little time out of your busy day and fix that faucet.



**Make a splash: cut outdoor water use**  
 Consider the importance of your landscaping plan as you seek to update your restaurant's curb appeal and/or save water.

# Learn Section for Restaurants

Home

About

Learn

Voices

News + Events

Bright Ideas

Solutions

Learn / Focus on Fryers

## Learn

Getting Started

Conserve Energy

Reduce Waste & Recycle

Save Water

Focus on Fryers

Think before you buy

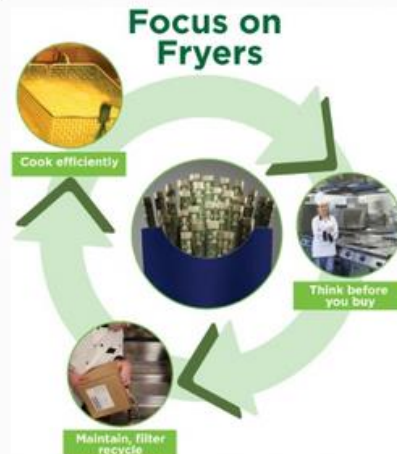
Maintain, filter, & recycle

Cook efficiently

### Are your energy and oil costs too hot to handle?

If you use one or more fryers every day, you probably think the oil and energy involved is just a significant cost of the restaurant business.

One single electric fryer can use significantly more electricity this year than the average U.S. home, but with some simple steps, you can save significant money and resources.



Here are three key ways to save:

1. **Think before you buy:** Make a smart purchase by selecting energy-saving fryers

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### BEST PRACTICES

#### Conserve energy

[Hand dryers](#)  
[Refrigerator doors](#)  
[Start-up, shut-down schedules](#)  
[Exhaust hoods](#)  
[More](#)

#### Reduce waste and recycle

[Track waste spending](#)  
[Waste-stream audits](#)  
[Recycling](#)  
[Food waste](#)

#### Save water

[Track use](#)  
[Serving guests](#)  
[Pre-rinse spray valves](#)  
[Fix leaks](#)  
[Outdoor water use](#)

- Getting Started
- Conserve Energy
- Save Water
- Reduce Waste
- + new *“Focus on Fryers”* segment

# Subscribe: Bright Ideas Newsletter

The screenshot shows the ConServe website homepage. At the top left is the ConServe logo with the tagline 'National Restaurant Association'. To the right of the logo is the text 'The National Restaurant Association's Conserve program: Serving up Sustainability' and a search bar. A red arrow points from a 'Subscribe' button (in red text with a white outline) to the 'Bright Ideas' menu item in the dark green navigation bar. Below the navigation bar is a large blue banner with the text 'The journey of a 1,000 miles begins with a single step. Start simple! Learn how to save money and resources with Conserve's sustainability best practices.' and a 'LEARN HERE' button. To the right of the banner is a photograph of a large paw print made of dark soil on a grassy field. Below the banner is a 'VOICES' section featuring a photo of Clarice Turner and the text 'Clarice Turner, senior vice president of U.S. business, Starbucks'.

**ConServe**  
National Restaurant Association

The National Restaurant Association's Conserve program:  
Serving up Sustainability

Search

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The journey of a 1,000 miles begins with a single step. Start simple! Learn how to save money and resources with Conserve's sustainability best practices.

**LEARN HERE**

**VOICES**  
Clarice Turner, senior vice president of U.S. business, Starbucks

Think being big means you can't take environmental challenges head on? Starbucks shows us how it's done at its more than 17,500 locations worldwide. Turner talks about why sustainability is

# Industry Research

**Is your restaurant currently doing any of the following?**

Recycle plastic, cans or glass (% yes):

- QSR: 33
- FSR: 47

Recycle cardboard or paper:

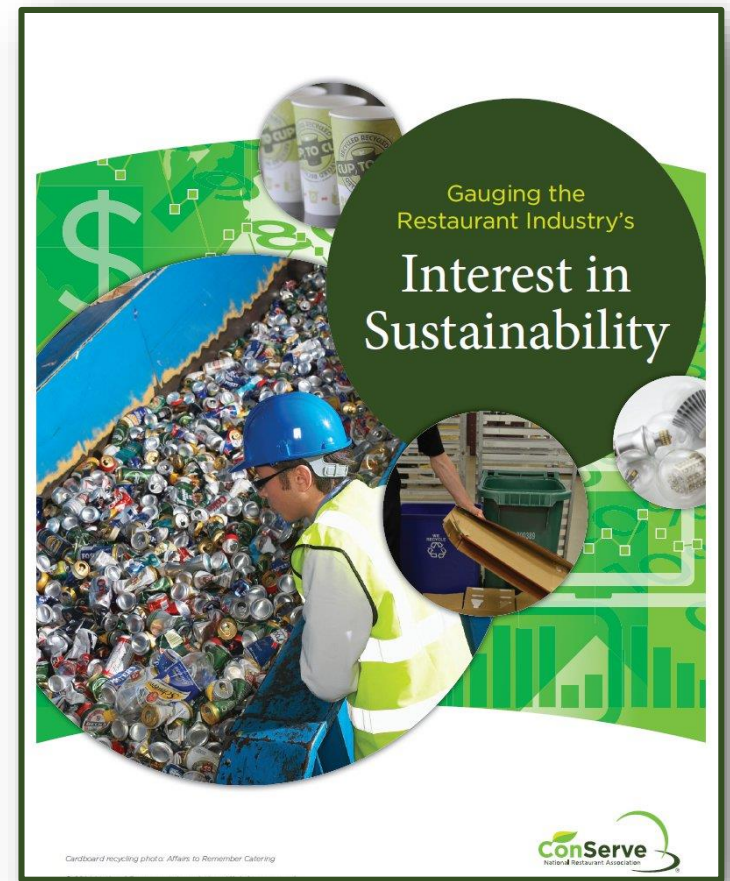
- QSR: 66
- FSR: 67

Purchase products made from recycled materials:

- QSR: 59
- FSR: 64

Purchase compostable products:

- QSR: 39
- FSR: 41



QSR = quick-service restaurant  
FSR = full-service restaurant

**Restaurant.org/Conserve**  
**About: Research+Tools**



# Coming up...

- FPI collaboration for recycling toolkit
- Restaurant litter reduction project with FPI and Keeping America Beautiful
- Composting and food donation toolkit
- Next Bright Ideas newsletter (Dec. 18)
- 2014 Sustainability report (February 2015)
- Event participation:
  - U.S. Composting Council Jan. 20-23 in Austin, TX (*Natalie*)
  - Waste Management '15 Executive Sustainability Summit Jan. 27 in Scottsdale, AZ (*Jeff*)
  - Earth Day Texas April 24-25 in Dallas, TX
  - NRA Show May 16-19, 2015 in Chicago, IL

# Additional ways to engage:

- Follow us on social!
  - Twitter: [@ConserveNow](https://twitter.com/ConserveNow)
  - Facebook: “Restaurants Conserve”  
[www.facebook.com/restaurantsconserve](http://www.facebook.com/restaurantsconserve)
- Subscribe to our video channel  
[www.youtube.com/CafesConserve](http://www.youtube.com/CafesConserve)
- Submit “Ask the Expert” questions  
*(under Voices: Ask the Experts)*
- Share ideas for our “Walking the Talk” blog & NRA Show education sessions
- Ask us about sponsorship opportunities



# Conserve Sustainability Advisory Council

## Member Organizations



# Contact Conserve

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