

# CASE STUDY: Cybelle's Pizza

**ReThink  
Disposable**  
STOP WASTE BEFORE IT STARTS

## BUSINESS PROFILE

**Name:** Cybelle's Pizza  
**Business Type:** Fast casual pizza by the slice  
**Location:** San Francisco, CA  
**On-site dining:** 20 seats  
**Take-out:** Yes  
**Ware washing:** Three-sink system  
**Employees:** 10

**Cybelle's Pizza** is a fast casual Bay Area pizza chain with eight locations. The restaurant that participated in the program is located in a very urban area of San Francisco. 50% of their business caters to take-out and delivery and they do about 300 transactions per day. Customers select from a menu board and place orders with the cashier. The cashier asks if the order is for dine-in or to go. Tables are generally bussed by staff but a trash can is available to the customers as well.



*Having a single, efficient, centrally-located napkin dispenser with signage reduced napkin usage.*

## Packaging Practices prior to Rethink Disposable:

- ➔ Pizza served on disposable paper plates and individual pizza slice boxes for on-site dining
- ➔ Disposable plastic water cups used at the self-serve water station
- ➔ Bulk napkin dispensers on every table



Ayman, the owner of Cybelle's Pizza on Bush Street has been challenged to implement reusable food service ware in his fast-paced grab and go style of restaurant. 50% of his business caters to delivery and customers grabbing a quick slice to go. However, he recognized the potential for cost savings if he were to implement reusables for his on-site diners.

## Recommendations Implemented:

- ➔ Replaced disposable paper plates and pizza boxes with reusable plate for dine-in
- ➔ Replaced disposable plastic cups with reusable cups for the self-serve water station
- ➔ Reduced napkin usage by placing one centrally located efficient napkin dispenser

The **ReThink Disposable** recommendations targeted disposable packaging for the dine-in portion of the business. The long and late hours and turnover in staff and drivers made this business a unique challenge. The use of reusable items is easiest during lunch, more difficult at dinner with more customers and a less committed evening staff, and extremely difficult during late night/early morning hours and on weekends due to the "lively" crowd that comes in at those times. Even faced with these challenges, the results of this program showed a significant drop in disposables. Ayman will continue to work with staff to increase usage of reusables during the late night and weekend shifts.



*Disposable paper plates were replaced with reusable ones.*

**Ayman Shehadel, owner:** "This is a great help to small businesses to lower the cost of operation through reduced purchasing costs and reduced disposal costs."

## Results:

Recommendation	Products Replaced or Minimized	% Disposable Reduction	Payback Period	Annual Savings <i>(after payback period)</i>	Annual Waste Reduction
Reusable plates for pizza slices and other menu items for dine-in	Paper plates	62.5%	15 days	\$1,141	1,795 lbs.
Reusable cups at the self serve water station for dine-in customers for every shift except late night	7 oz. Plastic cups	40%	2.2 months	\$278	164 lbs.
Replace napkin dispensers on every table with an efficient centrally located napkin dispenser	Napkins	40%	3.8 months	\$160	188 lbs.
<b>TOTAL</b>				<b>\$1,579</b>	<b>2,146 lbs.</b>

## THE BOTTOM LINE

- 162,946 disposable items reduced per year
- \$1,579 annual cost savings after payback period
- 2,146 pounds of annual waste reduction
- Minimal set up costs totaled \$84.43

ReThink Disposable is a [Clean Water Fund](#) program conducted in partnership with local businesses and government agencies. Generous support for the program is provided by a changing list of public and private funders. To learn more about the program, its partners, and funders, visit: [www.rethinkdisposable.org](http://www.rethinkdisposable.org).



Tel. 415.369.9174  
ReThinkDisposable@cleanwater.org  
[www.rethinkdisposable.org](http://www.rethinkdisposable.org)

