

UB SOCIAL



FOODWARE PRACTICES BEFORE PILOT:

- Reusable cups and dishes for dine-in
- Reusable foodware for sale
- Single-use double-lined cups, sugarcane lids, paper straws, and paper bags for takeout
- Bring Your Own (BYO)

RECOMMENDATIONS IMPLEMENTED:

1. Increased promotion of **BYO** through posters and social media
2. Educated staff on how to encourage customers to **BYO** through staff guide
3. Showcased **reusable foodware** for sale through social media

BUSINESS PROFILE

NAME

UB Social

BUSINESS TYPE

Coffe shop

LOCATION

Dundas St W

ON-SITE DINING

5 seats

TAKEOUT

95%

WAREWASHING

Commercial dishwasher

With support from the **U of T Trash Team's Ditching Disposables Pilot Project**, UB Social saw an increase in customers wanting to dine in with reusable cups and dishes. The owner reported that 2% of their returning customers ask for reusable dine-in cups when ordering. Before joining our pilot project, UB Social accepted BYO and offered reusable dishes for dine-in. After implementing promotional materials and educational signs, UB Social reported that its BYO rates remained relatively stable at 10%. However, the signs have sparked a significant customer interest in BYO and reusables, fostering great conversation and hope for change.

A TIP FROM THE OWNER:

"You have to believe in the possibility of doing something good for people and their health. Wake up, drink your coffee, and bring your own cup!"

-Owner



APPLE CIDER IN BYO REUSABLE CUP (LEFT) & REUSABLE FOODWARE FOR SALE (RIGHT)



**U of T
Trash Team**



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