

# Sustainability Moves Back of House

Sustainability is becoming increasingly important for restaurants.



56% of consumers say they are more likely to buy food and beverages that are sustainable<sup>1</sup>



And those preferences extend beyond just the food.

**ZERO WASTE**

More consumers have become increasingly activist and are demanding transparent, local, sustainable practices.<sup>2</sup>

**TIP:**

Replace inefficient perpetual-flow dipper well sinks (which can waste a lot of energy and water) with water-conserving dipper wells – one water-conserving dipper well can save up to 250,000 gallons of water per year.

Consumers say restaurants that participate in sustainable initiatives create value.

“When creating value at a restaurant, that the establishment \_\_\_\_ is important or extremely important”.<sup>3</sup>

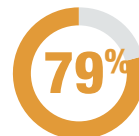


57% Uses sustainable foods



53% Has environmentally friendly practices in place

And value can contribute to an increase in traffic:



79% of consumers say value is important or extremely important when choosing where to dine.<sup>3</sup>

**TIP:**

Save money and pass those savings onto consumers by purchasing dry goods in bulk at a lower cost and using dry food dispensers to preserve freshness. By limiting food costs in the kitchen, operators can provide a better value to diners.



Implementing sustainability efforts back of house can therefore increase traffic and customer satisfaction.

Beyond locally sourcing foods and purchasing from ethical vendors, here are some tips for increasing sustainability in the back of the house:

- ▶ Utilize reusable pumps for condiment dispensing to cut down on plastic usage
- ▶ Date and label food items in coolers and freezers to prevent food waste
- ▶ Recycle oil in fryers to reduce cardboard and plastic waste
- ▶ Offer specials on the menu to make use of ingredients already on hand
- ▶ Monitor water usage with high-efficiency dishwashing systems

1: Technomic's 2018 Healthy Eating report  
 2: Technomic's Menu Directions: Foodservice Transformation (2017)  
 3: Technomic's 2017 Value & Pricing report