



## Case Study: Cups and Containers

Reusable cup/container loan schemes allow customers to pay a small deposit to receive their hot drink or food in a reusable cup or container. It is a system that will be familiar to many customers for hot drinks like Gluhwein at Christmas

### Malvarosa's Reusable Journey

Authentic Spanish restaurant, Malvarosa, had already been trialling returnable paella containers, but wanted to expand across their menu.

Owner, Alvaro, introduced his reusable cup loan scheme first with cups, and later with containers for takeaway food. Customers were charged a £1 deposit for a reusable cup or a £2 deposit for a reusable container, that would be refunded when the item was returned.

Alvaro found the scheme straightforward to organise and put into place. Customers were also onboard with the scheme and responded positively to it.

Customers may be apprehensive of change or need persuading to change their behaviour. To encourage customers to make a positive change, Alvaro also implemented a 20p charge to his disposable cups .

**“When we give a choice to the customers, they feel in control of it”**

Alvaro, Owner at Malvarosa

**After six months Alvaro saw a 96% decrease in disposable cups and a 56% decrease in takeaway packaging**

# Case Study: Cups and Containers

Reusable cup/container loan schemes can be straightforward to implement. All you need is an order of reusable cups or containers to get you started, then to communicate with staff to make sure they are confident to explain the scheme to customers.

## Charge or Discount?

**Considering a discount to reduce your disposable items? Discounts aren't effective at changing customer behaviour. Using a reusable cup loan scheme and/or a charge are far more effective.**

### Start a reusable cup/container loan scheme

Once you have a stock of reusable items, simply charge a small deposit for these. This could be £1 for cups or £2 for containers but can be adjusted to avoid making a loss if items are not returned. A button on your till helps manage deposits and a pot of £1 coins avoids bank charges when returning deposits. Observations from other projects suggest charging a higher deposit can lead to a higher return rate, as can reusables with a plain design as customers are less inclined to keep these.



### Add a charge on disposables

Giving customers the choice between a reusable and returnable item or a disposable is important to get them onboard. Adding a charge to disposable items but offering a reusable cup loan scheme as an alternative can be very effective at helping customers make positive choices.

