

## CASE STUDY: New Fortune Restaurant



SAN FRANCISCO  
**ENVIRONMENT**  
DEPARTMENT

### BUSINESS PROFILE

**Name:**  
New Fortune Restaurant

**Location:**  
San Francisco, CA

**On-site dining:** 24

**Take-out:** 60%

**Warewashing:**  
Commercial dishwasher

**Employees:** 4



Fast food restaurant, New Fortune, in San Francisco's Chinatown, serves Cantonese noodles, rice, and soup dishes. The busy restaurant rings up roughly 950 transactions each day. Until recently, New Fortune's owner, Qizhou Zhang, used disposable foodware to serve dine-in customers. However, since working with SF Environment and ReThink Disposable, which provided Qizhou funds to switch from one-time use foodware to reusables, Qizhou eliminates 31,286 pieces of landfill trash weighing 1,770 pounds, and saves \$2,633, all on an annual basis.

### Changes to serviceware for less waste and more savings:

Disposable plastic forks, spoons, and wooden chopsticks	→ Stainless steel utensils, durable chopsticks, and various soup spoons
Disposable plates and 3-compartment take-out containers	→ Small and medium sized durable plates
Two sizes of disposable paper take-out pails	→ Durable soup, noodle, and rice bowls

**BEFORE and AFTER: New Fortune makes the business case that busy fast food restaurants can see financial benefits by switching to reusable foodware.**



### THE BOTTOM LINE

- \$2,633 total annual net cost savings
- 31,286 disposable items reduced per year
- 1,770 pounds of annual waste reduction
- \$360 initial investment in reusable foodware

**"My restaurant is saving money and eliminating the trash."**

— Qizhou Zhang  
Owner, New Fortune Restaurant

# RESULTS

		PACKAGING IMPACTS			COST IMPACTS	
Disposable Product Replaced or Minimized	Recommendation Implemented	Percent Disposable Reduction (%)	Annual Quantity of Disposable Product Reduced	Annual Waste Reduction (lbs.)	Payback Period (months)	Annual NET* Cost Savings After Payback Period (\$)
Plastic spoons	Stainless steel spoons, large soup spoons, Asian soup spoons	40	1,217	8	64.3	\$11
Plastic forks	Stainless steel forks	40	4,867	31	4.0	\$43
Paper wrapped wooden chopsticks	Durable plastic chopsticks	40	4,867	56	2.9	\$61
3-compartment clamshell	Durable plastic plates	40	7,300	847	1.1	\$1,168
16 oz take-out pails	Durable plastic rice bowl	40	4,693	232	2.2	\$313
26 oz take-out pails	Durable plastic bowls	40	8,343	597	0.4	\$1,038
*Net Cost Savings considers upfront and ongoing costs tied to the purchase and care of reusable items, capital improvements needed to carry out ReThink Disposable's recommendations, and discontinued disposable foodware purchases.		<b>TOTALS:</b>	<b>31,286 pieces</b>	<b>1,770 lbs.</b>	<b>12.5 months (average)</b>	<b>\$2,633</b>

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**ReThink Disposable** is a program of Clean Water Action and Clean Water Fund conducted in partnership with local organizations, businesses, and government agencies. Generous support 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).



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