Case Study: New Fortune Restaurant

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

<table>
<thead>
<tr>
<th>Disposable Product Replaced or Minimized</th>
<th>Recommendation Implemented</th>
<th>Percent Disposable Reduction (%)</th>
<th>Annual Quantity of Disposable Product Reduced</th>
<th>Annual Waste Reduction (lbs.)</th>
<th>Payback Period (months)</th>
<th>Annual NET* Cost Savings After Payback Period ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plastic spoons</td>
<td>Stainless steel spoons, large soup spoons, Asian soup spoons</td>
<td>40</td>
<td>1,217</td>
<td>8</td>
<td>64.3</td>
<td>11</td>
</tr>
<tr>
<td>Plastic forks</td>
<td>Stainless steel forks</td>
<td>40</td>
<td>4,867</td>
<td>31</td>
<td>4.0</td>
<td>43</td>
</tr>
<tr>
<td>Paper wrapped wooden chopsticks</td>
<td>Durable plastic chopsticks</td>
<td>40</td>
<td>4,867</td>
<td>56</td>
<td>2.9</td>
<td>61</td>
</tr>
<tr>
<td>3-compartment clamshell</td>
<td>Durable plastic plates</td>
<td>40</td>
<td>7,300</td>
<td>847</td>
<td>1.1</td>
<td>1,168</td>
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<tr>
<td>16 oz take-out pails</td>
<td>Durable plastic rice bowl</td>
<td>40</td>
<td>4,693</td>
<td>232</td>
<td>2.2</td>
<td>313</td>
</tr>
<tr>
<td>26 oz take-out pails</td>
<td>Durable plastic bowls</td>
<td>40</td>
<td>8,343</td>
<td>597</td>
<td>0.4</td>
<td>1,038</td>
</tr>
</tbody>
</table>

**TOTALS:**

|                | 31,286 pieces | 1,770 lbs. | 12.5 months (average) | $2,633                      |

*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.

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