r.Cup Implementation - October 2019

The Anthem live music concert venue and auditorium at 901 Wharf St SW, Washington, DC 20024

Goals
- Achieve convenient drink service while eliminating disposable cups for draft beers, fountain beverages, wine, & mixed drinks.
- Considerably reduce waste generated and increase operational efficiencies.

Approach
The Anthem & artist Bon Iver contracted with full-service company r.Cup to:
- Supply, deliver, collect, wash & sanitize the reusable cups for the venue
- Organize volunteers to assist with operations and customer interactions
- Deliver cups to next event
- Monitor and report impact.

Results
- Designated drinks were served from artist branded reusable r.Cups
- Waste generated from the event was reduced by 720lbs.
- No waste bins were emptied during entire event!

Reusable Products Replacing Disposables
- Disposables replaced: 16 oz Plastic cups for beer, mixed drinks, and wine
- Type of reusable: recyclable*, BPA-free**
  Type 5 artist branded plastic cups
- Brand: r.Cup

Feedback
"There were some details to be worked out [in implementation of r.Cup], but seeing the lack of trash on the floor and no overflowing waste bins was worth it!"
- The Anthem Bartender

Number of Disposables Replaced
- 10,000 disposable cups were replaced by reusable assets

About rCup
- 3rd party-owned & managed reusable cups
- No cost to venue
- Deposit system
- Opt-in return for partial refund

<table>
<thead>
<tr>
<th>6000</th>
<th># of People at Venue/Event</th>
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<tbody>
<tr>
<td>720 Lbs</td>
<td>Waste Prevented</td>
</tr>
<tr>
<td>6 humans</td>
<td>Equivalent in Weight to Waste Prevented</td>
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<tr>
<td>$2,100</td>
<td>Money Saved (USD) in one event</td>
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<tr>
<td>70%</td>
<td>Waste Diverted</td>
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*in some recycling facilities.
** Not tested for BPS, BPH and other phthalates.
Bartenders accept cup return from customer at bar.

Cups are washed / sanitized.

Bartenders enter and collect cup charge + deposit ($3 on top of drink price).

Bartenders provide deposit refund ($2).

Customer keeps branded cup as souvenir.

Post-event: r.Cup collects returned & discarded cups left at venue.

Bartenders provide refills - no surcharge (only charge price of drink).

Unused cups are boxed and shipped to next location of event.

Barback monitors need for bar stock replenishment.

Bartenders accept cup return from customer at bar.

If inventory runs low, barback restocks from stock area.

Conduct Returned Cup Count.

Buyers provide deposit 

Assess initial inventory need based on customer numbers + buffer stock.

Order branded inventory.

Purchase inventory.

Receive inventory.

Stock/display inventory behind multiple bars.

Bartenders explain cup scheme to customer.

Cups are recycled and broken assets are recycled.

Unused cups are boxed and shipped to next location of event.

Venue pays for r.Cup service.

LEGEND: Blue = Venue (Anthem staff bartender), Green = Vendor (r.Cup), Gray = Customer
Comparison of Reusables vs. Disposables on Labor Intensity for VENUE

**Reusables** -
While first ordering is costly, and heavier on dishwashing labor, it is less costly to offer reusables.

- r.Cup / The Anthem joint effort for inventory management to determine number of cups required for event; majority of work done by r.Cup
- The Anthem staff ordered ad hoc based on event size and branding needs; 6,000 people for a Bon Iver concert
- r.Cup delivered the assets to the venue. Stocking completed by barbacks. Communication to customers of r.Cup implementation completed by bartenders and r.Cup volunteers. Some light dishwashing required by bartenders.
- Bartenders completed transaction of drink charge, deposit, and service fee. No straws or lids required.
- Collection, washing, recycling, delivery of clean cups to the next event conducted by r.Cup
- Collection of cups were conducted by bartenders and returned to rCup. rCup managed the count and dishwashing. Waste was reduced considerably by 1,200 lbs.

**Disposables** -
While items themselves are initially less expensive, it is labor-intensive to offer disposables and ends up being costly over time due to both labor and expenses.

- Anthem staff having to order required disposables often over-purchasing to prevent shortage.
- Ordering & Reordering multiple times a year, monthly/biweekly/weekly
- Front line personnel restock through day
- Provide required lids/straws and other disposable items.
- Low dishwashing needs with disposables
- Emptying, sorting, and hauling
- Time spent on activity per shift

**Service & Messaging**

- Inventory Management
- Ordering
- Checkout
- Dishwashing
- Collections/Waste Management