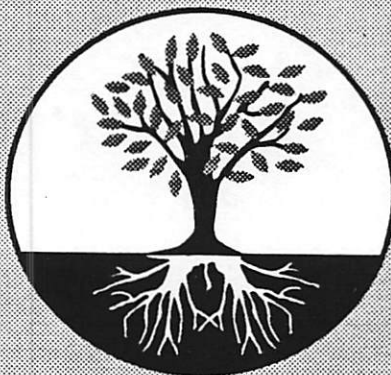


**RECYCLING**  
**AT**  
**THE OUTTA THE WAY CAFE**



**Outta The Way Cafe**  
**Redland Shopping**  
**Center**  
**Rockville**  
**963-6895**



**Press Kit**

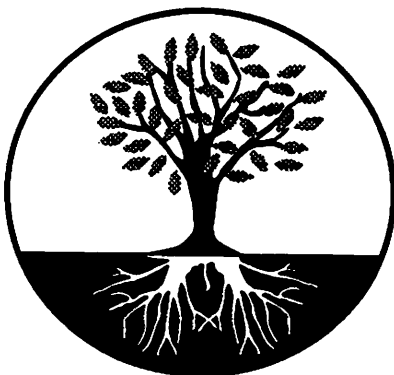


*About this time last year, the boys got the idea that they could start recycling some of the garbage that they used at The Outta The Way Cafe. They didn't have any particular reason to recycle. Like most people they hadn't given it much thought. They just figured they would try it and that it might help out in the long run if businesses like the Cafe started their own recycling programs.*

*They already had a company pick up and recycle the fryer shortening that they used in the kitchen, but they figured they could do a little more. So they mentioned it to their staff, and they called a few trash companies. They found out that they could save money by selling Budweiser, Rolling Rock and Miller Lite in returnable bottles. Laidlaw Waste Systems dropped off a bin to recycle corrugated cardboard. And before they knew it, the staff was collecting glass, metal and plastic, putting it in separate trash containers, and helping to haul it off to the Shady Grove Recycling Center.*

*Six months later, the Cafe had reduced their contribution to Montgomery County's landfills by more than 50% of the original garbage that had been produced annually. In May of 1991, the County awarded the Cafe with their Partner's in Recycling Program Award for being the first restaurant in Montgomery County to participate in the program. And the funny thing is, while it takes a little extra effort, it's not that hard and it helps everyone who lives in the county.*

*So thanks for reading our little note. The staff and the guys just thought you'd be interested in our program. And the next time you get the chance to recycle, try it. If you run a restaurant, give us a call, and we'll help you start your own program. It's an attitude. Something like...Get Outta The Way.*



**Recycling and the Food Service Industry**  
**Questions and Answers for the Nineties**  
**From The Outta The Way Cafe**

**Why Recycle?**

The private sector must get involved now to convince the public that we are not irresponsible. If food service operators do not assume responsibility, it will be forced on us. If we get into the recycling mode now, and maintain a high public profile in doing so, we will have fewer problems down the road than if we allow local legislators to implement packaging bans and laws. We must be into this mode of thinking. We must come up with our own solutions, solutions that work in our own stores and are acceptable to our own local governments. This attitude will require that we all do a certain amount of leg work to figure out what works the best for each of us. Operators must protect their businesses and the environment by **voluntarily reducing the amount of garbage that flows into landfills.** Hesitation will lead to legislative attempts to reduce the solid waste stream and **we will be singled out because of our high public profile.** The public sees McDonald's or Jerry's on the side of a container, for example, and thinks we're a huge contributor to the waste stream when in fact only 2/10ths of 1% of all material in landfills are clam shell (hinge foam) containers. Most styrene, or foam plastic, in the solid waste stream, is from large packaging like furniture, electronic equipment and the like, yet we are the target for recycling efforts because of this easily identifiable profile that we maintain.

**Benefits:**

Recycling is becoming a bottom line issue. **Garbage disposal costs have risen an average of 32% annually for the past few years.** In terms of long term benefits, the recovery of recyclable trash from the solid waste produced by a restaurant may eventually lower the operator's hauling fees, and generate a slight income stream after recycling aftermarkets develop and generate favorable publicity. Public opinion about a restaurant operator's environmental actions can greatly influence consumer behavior, but the bulk of savings will come from designing a program that reduces garbage disposal fees. Most local governments are in some phase of implementing recycling programs. It's good business to recycle. **It's better business to recycle on your own terms.**

**Problems:**

So what problems will you deal with in implementing a recycling program. In many states and municipalities recycling infrastructures that include necessities like technology and markets for recycled goods do not exist. Never the less, **government bodies may try to force the restaurant industry to recycle before it is actually or practically feasible.**

Experts are not now able to determine the best balance between recycling and volume reduction, between, for example, plastic and paper. Eighty percent of refuse is buried in landfills which are rapidly filling up. **After ten years in one of these landfills, there is little or no degradation of solid waste. Newspaper is still readable!**

Giant Food offers a choice between paper or plastic bags to take your groceries home. 1000 Paper sacks weighs 140 lbs. 1000 Plastic sacks weighs 18.7 lbs. **Which is worse?** McDonald's, a leader in environmental issues in the food service industry, is phasing out polystyrene in favor of paper. There are conflicting opinions as to whether this is a good move environmentally or, as the plastics industry contends, simply a "ploy that will add to misperceptions about polystyrene and do little to ease the nation's solid waste problems".

McDonald's has replied to such criticism in a prepared statement saying, "Although some scientific studies indicate that foam packaging is environmentally sound, our customers just don't feel good about it, so we're changing. " **The point is that even the major operators are having a hard time defining the choices that we can make.**

### **Implementation:**

Each operator must design a recycling program that is suited to their own operation. Use your current hauler as your first source of information. Ask if he has trash audits available, and what recycling programs they might currently have in place.

It is easiest to set up a recycling program when you are first building a new restaurant, when the space for storing recycling bins and other recycling equipment can be built into the design. Negotiate with landlords to share the cost of setting aside space to store recycling bins. In malls, other tenants can share efforts and costs.

It is also important to win employee cooperation in separating recyclables from garbage. Use products like linen napkins and cloth towels or hand dryers in rest rooms. Use returnable bottles. Give carry out customers flyers that urge them to separate polystyrene packaging after they are done, or to rinse it off and bring it back next time they order carry out. Get creative. Do your homework.

### **Purveyors:**

Let's face it. We do not package the products we receive. We just have to figure out what to do with it after we've done. **Operators must create a demand for recycled products in order to persuade manufacturers to produce more environmentally responsible packaging.** The operator must consider a mix of cost, sanitation, and efficiency as well as environmental responsibility when you choose your suppliers. **Challenge purveyors to help them find environmentally responsible products.** Seek out paper goods and other products made from recycled materials. Use environmentally safe cleaning products and plastic bags. Secure agreements with purveyors to reuse formerly disposable items, like delivery boxes and hangers.

### **Questions:**

**So what kind of questions will come up as you develop your program. Here's a few:**

- Where to put dumpster (s)?
- Where to put bins inside to hold recyclables before and after separation?
- What is recyclable and what is disposable?
- How much does it cost to pull a load?
- Can I mix Cardboard, Metal and Plastics or should everything be separated?
- Which haulers offers recycling programs?
- How much does it cost?
- Will I save money?
- Will recycling reduce my regular load enough to reduce the number of pulls and save money?

- If the amount of time increases between pulls of my regular garbage, what will the effect be in terms of smell, rodents, insects, etc. in my dumpster areas.

**A Common Sense Conclusion:**

**Lawmakers don't know food service.** They do not understand the problems of time and motion, the economics of labor cost, or the difficulty in finding the space in which to place a recycling area in a kitchen that was designed for food preparation and storage, not solid waste separation and storage. **If we are not able to develop systems that can effectively reduce the solid waste stream, however, these systems will be mandated by law. If we do not get involved now, we will bear the financial cost at a later date. Besides, it's good business, its responsible and you may just end up feeling pretty good about helping the effort to leave a safe, clean environment to our children!**

**Who Can I Call For Help?**

Several restaurant operators in Montgomery County have already begun recycling programs and are participating in the County Government's SORT (Partners in Recycling) Program. If you would like more information about recycling, or would like to drop by and see how recycling has been implemented in a restaurant, please call these operators:

Chip Berman  
The Outta The Way Cafe  
Rockville, MD  
963-6895

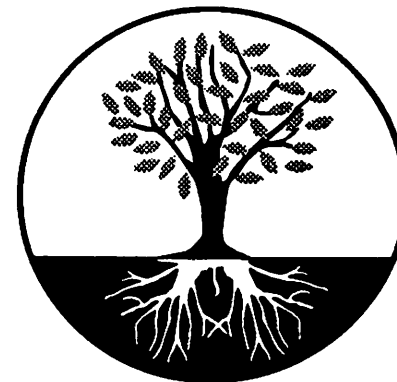
Tom Tavenner  
The Silo Inn  
Olney, MD  
942-4242

Linda Deffinbaugh  
Fred and Harry's  
Four Corners-Silver Spring ,MD  
593-7177

**They'll be happy to help and encourage you in your recycling efforts!!**



# RECYCLING AT THE OUTTA THE WAY CAFE



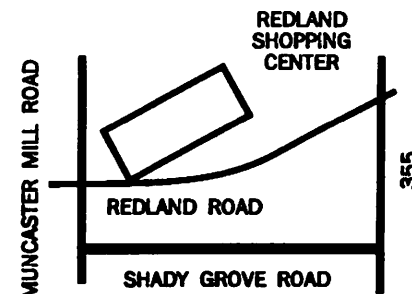
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They already had a company pick up and recycle the fryer shortening that they used in the kitchen, but they figured they could do a little more. So they mentioned it to their staff, and they called a few trash companies. They found out that they could save money by selling Budweiser, Rolling Rock and Miller Lite in returnable bottles. Laidlaw Waste systems dropped off a bin to recycle corrugated cardboard. And before they knew it, the staff was collecting glass and plastic, putting it in separate trash containers, and helping to haul it off to the Shady Grove Recycling Center.

Six months later, the Cafe had reduced their contribution to Montgomery County's landfills by more than 50% of the original garbage that had been produced annually. In May, the County awarded the Cafe with their Partner's in Recycling Program Award for being the first restaurant in Montgomery County to participate in the program (sorry Tommy, this is our schmooze). And the funny thing is, while it takes a little extra effort, it's not that hard and it helps everyone who lives in the county.

So thanks for stopping by, and thanks for reading our little note. The staff and the guys just thought you'd be interested in our program. And the next time you get the chance to recycle, try it. If you run a restaurant, give us a call, and we'll help you start your own program. It's an attitude. Something like...Get Outta The Way.

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Sample Ad - Magnitude High School  
March 1992

### Recycling Isn't Outta The Way For This Cafe

Two years ago Chip Berman, Gerry D'Ascoli and the Outta the Way Cafe, Rockville, decided to fight a proposed Montgomery County Beverage Container Tax Bill. In the process they started a recycling program. "We were strongly opposed to beverage container taxes or bottle taxes" says Berman, who co-owns the Outta the Way with partners D'Ascoli, Duffy Sharnik and Fred Buehler, "We sell a lot of bottled beer. The bottle container tax was definitely going to hurt us because it would have increased the taxes to 3 cents on every bottle we bought.

### Returnable Bottles Save Money

While fighting the bill, Berman researched the prices of all types of bottles. In the process he discovered that buying returnable bottles was cheaper. "We realized that we could save \$1,200 a year by using returnables. There was no trick to it; the product was cheaper in returnables."

While returnable bottles are no longer widely used in off sale consumption, restaurants and bars can buy returnables through the Montgomery County Department of Liquor Control. The County returns them to a distributor for reuse. "It was an easy decision because it was cheaper," says Berman.

Berman won his battle with the bottle bill last year, but lost this year when the tax was again proposed. In the process the Cafe discovered recycling. "Unfortunately," says Berman, "the current fiscal crisis in Montgomery County forced the County Council to resurrect and pass the container tax this year. As a result of the information we had gathered through our opposition to the taxes, we decided to get involved in recycling before it's mandated. I would rather develop a program myself than have laws dictate to me how I have to recycle." In addition to using returnable beer bottles, the Outta the Way now recycles all glass, corrugated cardboard, plastic containers and metal cans.

### It's Easy To Start a Recycling Program

Berman says the first step to implement a recycling program is to make the commitment to do it. "Implementing it takes about five minutes. Call a hauler and find out what service is available for separation and hauling. If he doesn't have one, find one that does. We've reduced our contribution to the waste stream by 50%, and it literally happened overnight. My partner Gerry D'Ascoli deserves much of the credit. We just decided to separate our recyclables from trash. We designated areas to place recyclables and areas for trash. That was all there was to it."

### Employees Will Follow

Many restaurants and bars say that they don't recycle because servers already have enough to do, or feel that they would have problems with separation, sorting or storage. Berman disagrees: "Employers will find that their employees will follow a recycling program with a degree of



enthusiasm that will surprise them," says Berman. "Normally when we change a system in the restaurant, there's employee resistance. Old habits are hard to break and new programs require a degree of training that many operators may not feel they have the time to devote to developing a recycling program. But, no one showed any resistance to the recycling program; they're enthusiastic about it."

"Then compare costs," he says. "We save money by using returnable bottles. We also save money by separating corrugated cardboard from trash. We changed from a six yard dumpster to two four-yards, one of which is only for corrugated. We used to pay \$138 a month for a six-yard bin. Now we pay \$135 for two bins." Laidlaw Waste Systems picks up both bins.

The next step is to begin recycling. "Just do it," says Berman. "Your staff will not resist. Our people cooperate and have a positive attitude toward recycling because they're doing something worthwhile."

### A Marketing Tool

Outta The Way Cafe doesn't just recycle to save the environment; it is also an effective way to attract customers. "Recycling is a cool thing to do," says Berman. "Customers really enjoy the fact that we recycle. It's a tool we can use to promote our image as responsible operators."

Outta the Way Cafe posts a SORT recycling sticker on its front door. Berman has even considered placing advertisements in local newspapers encouraging other local restaurants to recycle. "Recycling is a hot topic," says Berman. "We can use it to our advantage."

Outta the Way's latest plan is to recycle take-out containers by having customers return them to the restaurant. "Health and safety considerations prohibit the use of paper packaging for our types of carry out food," says Berman. "So we'll use hard plastic or polystyrene, and include a coupon so customers can get 10% off their next order if they return their container, which we'll find a way to recycle. This not only helps the environment; it brings customers back to the restaurant."

"Recycling is one of those things that anyone can just do. There shouldn't have to be a law. We all live in the community and none of us are fond of garbage. At some point in time people will stop being too busy to take responsibility, and they'll start taking care of business themselves, without waiting for mandates or someone else to do it. Everyone knows mandates are coming. We'd just rather set up a program that's convenient for us."

Chip Berman or Gerry D'Ascoli may be contacted at the Outta The Way Cafe, 17503 Redland Road, Rockville, MD 20855. Telephone: 301-963-6895



**RECYCLING PROFILE:**

Outta the Way Cafe, Rockville

**STARTED:** 1989

**MATERIALS RECYCLED:**

Glass, corrugated cardboard, metal (aluminum, tin), plastic

**AMOUNT RECYCLED:** 45 CASES OF BOTTLES WEEKLY; FOUR YARD DUMPSTER OF CORRUGATED MONTHLY; PLASTIC AND METAL ACCORDING TO DELIVERY.

**WHY RECYCLE:** Good for the environment and saves money.