



It *IS* Greener on the Other Side

Making the case for businesses
who are still on the fence



Going Green

...one step at a time



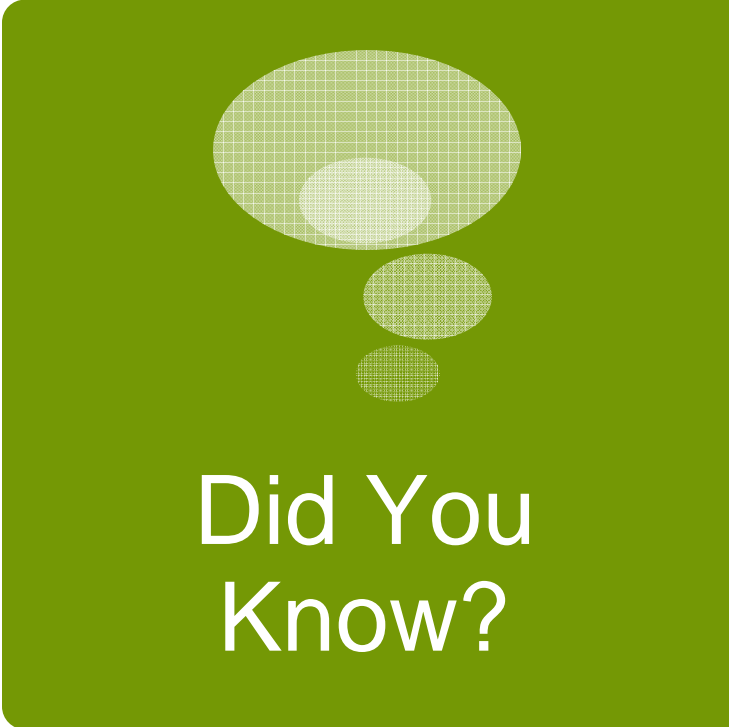
Small Habit Changes, Big Impact

- Ask customers if they want utensils, napkins, and condiments with take-out orders, rather than pre-stuffing bags.
- Use real plates and silverware for staff meals, not disposables.

Best Management Practices

- Schedule regular equipment maintenance to ensure efficiency.
- Switch to online bill-pay to reduce paper use.
- Set printers to automatically print double-sided.



A green square containing three white thought bubbles of varying sizes, arranged in a descending staircase pattern. Below the bubbles, the text "Did You Know?" is written in white.

Did You
Know?



A leaky toilet can waste up to 200 gallons of water per day.

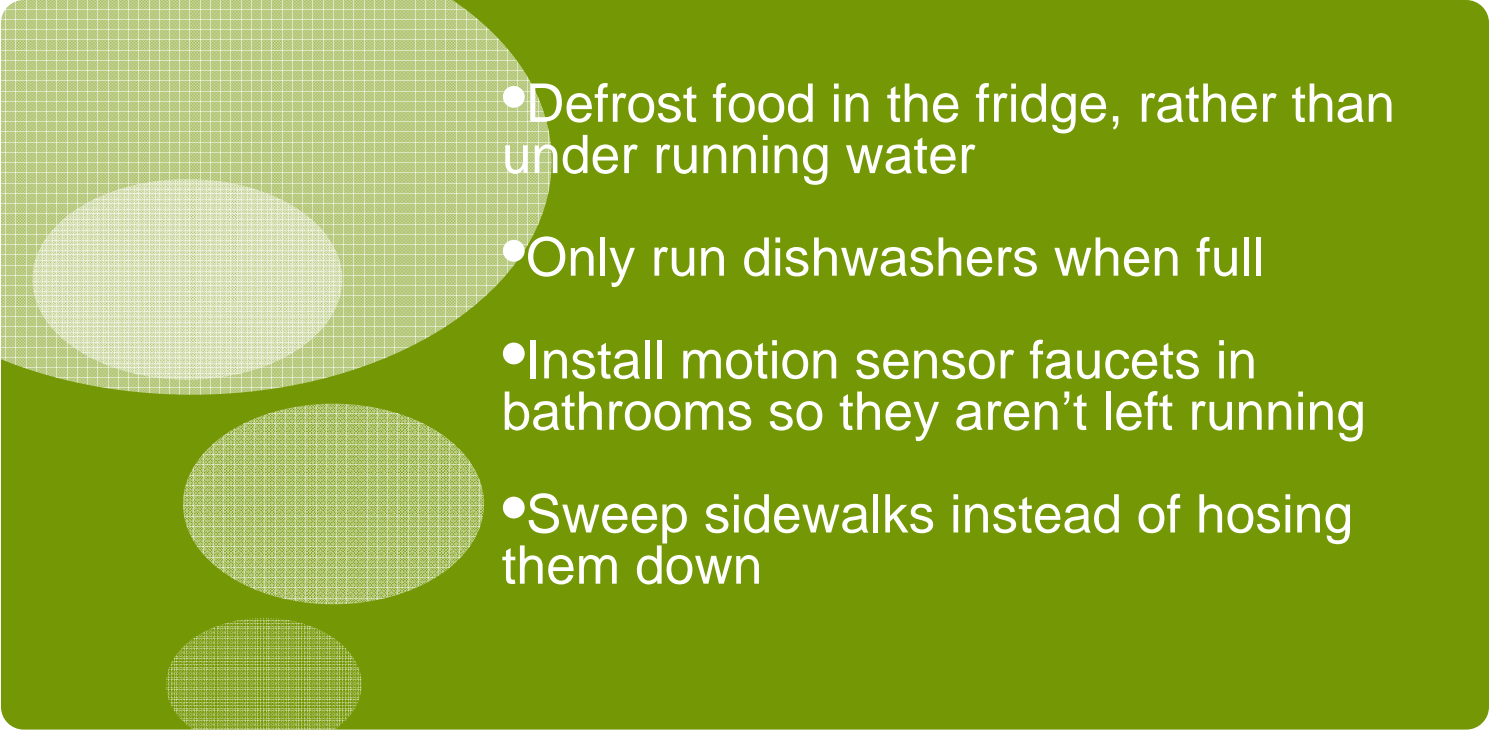
**U.S. Environmental Protection Agency*

The water usage of one appliance can be greater than that of an entire residential home.





How Can Restaurants Conserve Water?

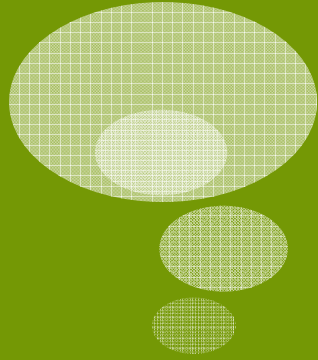
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- Defrost food in the fridge, rather than under running water
 - Only run dishwashers when full
 - Install motion sensor faucets in bathrooms so they aren't left running
 - Sweep sidewalks instead of hosing them down

Installing low-flow,
pre-rinse spray valves can
yield up to \$1,050 in savings
per year...



...and approximately
50,000 gallons of water per
year, too!

**Natural Resources Defense Council*



Did You
Know?



If restaurants only served water upon request, we could save up to **26 million gallons of water per day!**

The background is a solid green rectangle with rounded corners. On the left side, there are three overlapping circles of varying sizes, each filled with a white grid pattern. The text is centered in the right half of the green area.

How Can a Restaurant Save Money on Energy Bills?

Lighting accounts for 13% of energy used to run a restaurant.



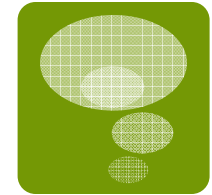
Installing energy efficient lighting can save up to **\$1,880 per year!**

**Energy Star*

Quick Tips for Conserving Energy

- Install dimmer switches and motion sensors
- Set computers to standby when not in use
- Rearrange space to take advantage of natural light

Installing 1 Energy Efficient Hand Dryer:



Cost: \$350

Annual Savings: \$1300

Payback Period: 3.2 months

Annual Waste Reduction: 1,620 pounds of paper towels



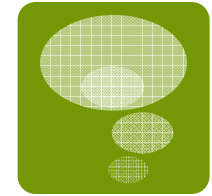
Food For Thought:

*The average food product travels
1,500 miles before reaching our
plate.*

*Feedandwaterwatch.org

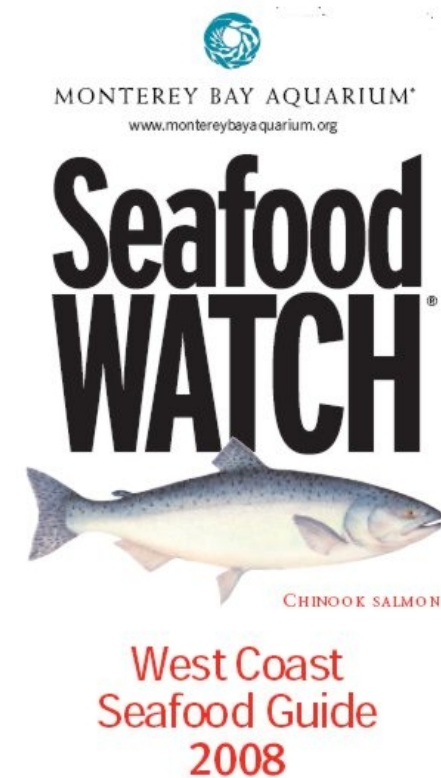
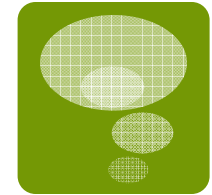


Sourcing organic and sustainable foods can reduce your environmental impact.



Start small: find area growers who can supplement your menu with seasonal ingredients.

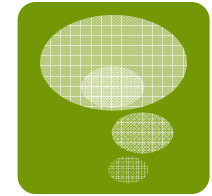
Resources for Sustainable Seafood:

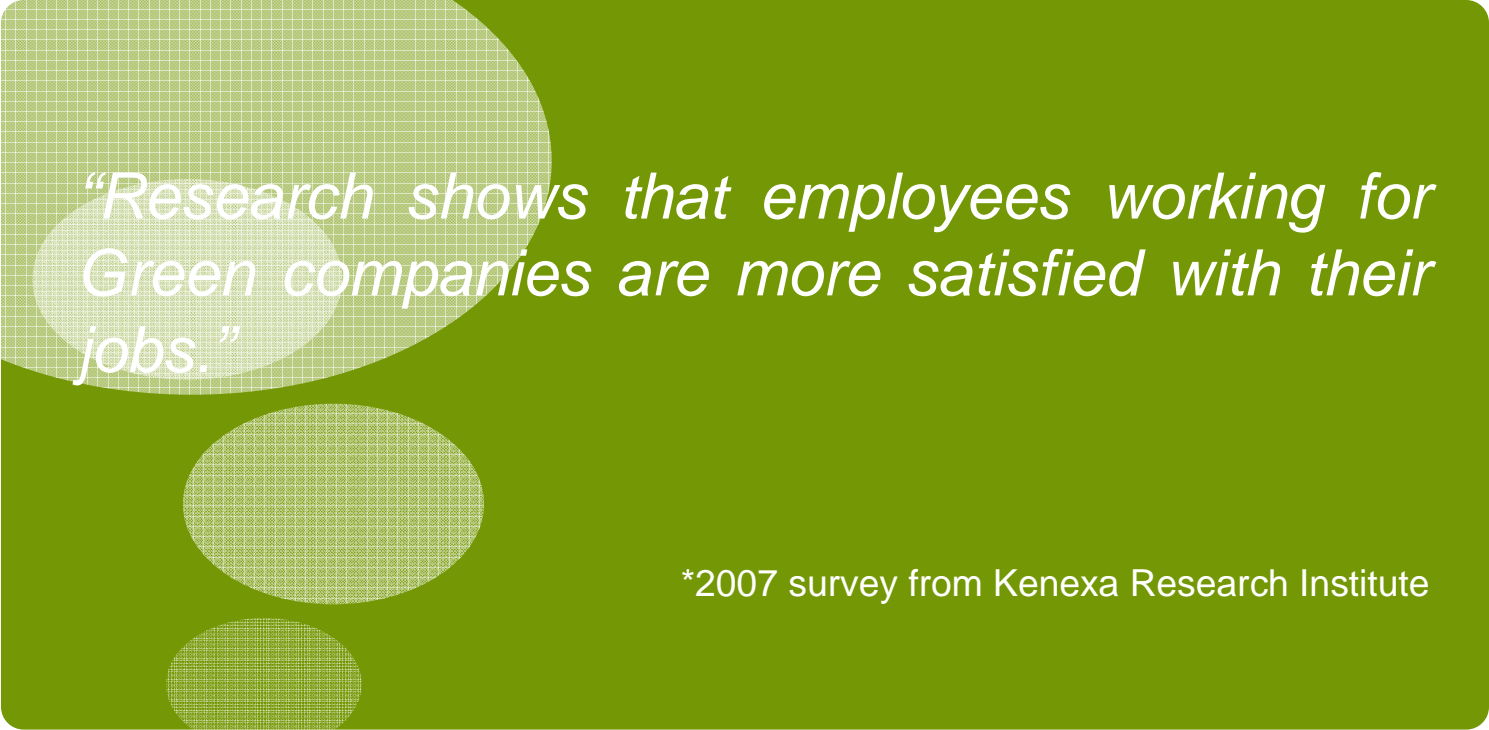




The **Statue of Liberty's** foodservice operation is Certified by the Green Restaurant Association.


Generation Green



The background is a solid green color. On the left side, there are three overlapping circles of varying sizes. The top-left circle is the largest and contains a white grid pattern. The middle and bottom circles are smaller and also contain a white grid pattern. The text is positioned to the right of the top circle.

“Research shows that employees working for Green companies are more satisfied with their jobs.”

*2007 survey from Kenexa Research Institute

The background is a solid green color. On the left side, there are three overlapping circles of varying sizes. The top-left circle is the largest and contains a fine white grid pattern. The middle and bottom circles are smaller and do not have a grid pattern. The text is centered in the right half of the image.

“These new surveys imply that green companies are attracting and retaining talented people. Being green isn't only good for the Earth, it's good for workers' morale, and the bottom-line.”

Anne Moore Odell, Sustainability Investment News

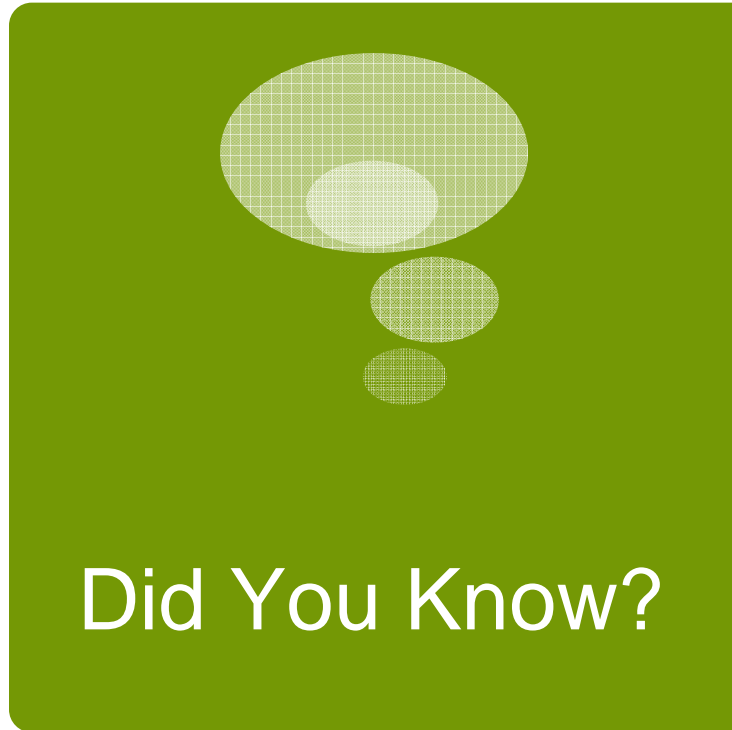
2009 Princeton Review Study:

68% of students chose colleges and universities this year based on the environmental scorecard of the school.

1 Green Thing Every Restaurant Can Do...

Recycle!





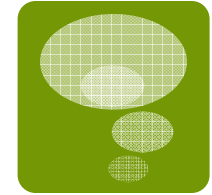
Restaurants produce 100,000 pounds of garbage per year...95% of which could be recycled or composted.

Saving Green

Restaurants can cut trash hauling bills **in half** just by recycling.



B.R. GUEST RESTAURANTS



Join Esteemed
Industry Players
Like...



Microsoft®



Keys to Being Green Savvy



- Read labels: don't fall victim to green marketing and inflated prices
- Look around your restaurant to find places where you could implement small changes
- Assign a Green Team Leader to help with your new initiatives
- Source product information from credible, third party resources



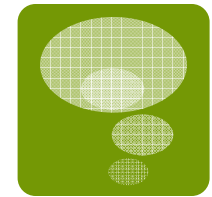


“When my restaurant became Certified, I cut my advertising completely and still increased my sales by 25%.”

Adam Palmer, Owner of Pita Pit, a multi-unit concept in PA



The New York Times
Expect the World®



Certified Green Restaurants®
Receive National Media Attention



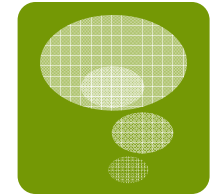
bon appétit

The Washington Post

What Can Green Do For You?

- Lower operating costs
- Attract local and national publicity
- Improve employee morale
- Drive in new customers
- Stay ahead of legislation
- Create a healthier environment





“We are proud of our efforts to minimize our carbon footprint, and the GRA affords us the opportunity to make these changes more efficiently and effectively.”

- Mario

Batali



Environmental sustainability is a
direction, not a destination™.

Every step counts.

