



FOR IMMEDIATE RELEASE

Earthware Makes Waste-Free Takeout Possible in Calgary

The startup is set to eliminate 68 million restaurant takeout containers every year from Calgary landfills

CALGARY, Alberta (February 10, 2022): Earthware, the first return-for-reuse takeout container program in Calgary, is an eco-friendly startup set to make a significant impact on Calgary's landfills by eliminating a substantial amount of takeout waste annually. Earthware is currently offered to customers from over 30 local restaurants and is continuing to expand its network to include more restaurants for greater change.

Launched by a prominent Calgary entrepreneur, John MacInnes, Earthware's mission is to reduce the 68 million restaurant takeout containers added to Calgary's landfills every year. This reduction will result in cost savings for the city, reduction in harmful greenhouse gasses and overall more sustainable waste management.

With only 9% of plastic in Canada being recycled, most compostable containers not able to break down in our waste management systems, and with styrofoam containers being federally banned in Canada by the end of 2022, we can not rely solely on recycling and composting single-use containers (SUC). Earthware provides the perfect solution for restaurants to keep up with the increasing takeout demand while still being environmentally conscious.

"It's frustrating to see restaurant owners wanting to do the right thing using so-called environmentally friendly containers and paying a premium for compostable containers that don't actually break down in our waste & recycling systems and mostly end up in landfills or as garbage on our streets. We are offering a solution to eliminate harmful single-use containers and we encourage Calgarians to reward restaurants who are doing their part offering this solution, by choosing them for their next takeout order," said John MacInnes, CEO and Founder of Earthware.

Earthware offers a free membership to Calgary residents giving them unlimited use of the return-for-reuse containers from participating restaurants. Customers order takeout the regular way ordering direct to the restaurants or through delivery apps and they indicate they want their takeout packed in Earthware. To return them, they can use the free drop-off locations or until more drop off



locations are sourced, they can request a next day doorstep pick up. The containers are sanitized to the highest standards, sealed and sent back to participating restaurants.

"We are proud to partner with a company like Earthware, who cares for the environment with the main initiative to prevent more waste. The order process was made simple for staff and customers, I highly recommend all restaurants switchover to Earthware for their take-out supplies as we are seeing an increased demand from customers requesting these containers and the repeat business it brings," said Catherine Logullo, General Manager at PhoHouz.

Earthware containers are made of Polypropylene (PP), the safest choice of all plastics according to the FDA. Once the containers are used 15 times, it has less impact on the environment than a single use container, including production, distribution, pick up, sanitization, redistribution and the Earthware container goes on to be used 985 more times. Earthware projects that, 5 years from now and with a network of 1200 restaurants, the program can save one million dollars in processing expenses, 6 million square meters of landfill space reduced and 45 kg million kg of CO2 of gas emissions eliminated.

"The Bankview Community Association is excited to partner with Earthware as a neighbourhood container drop-off location because they offer communities an extra way to care for the environment, while also supporting our local businesses and promoting neighbourhood engagement," says Vic Stanford, community coordinator, Bankview Community Association. The community is keen to share the idea with their community members, encouraging them to use Earthware, encouraging restaurants in the area to jump on board and providing a convenient location for drop-off.

About Earthware

Earthware is the first return-for-reuse takeout container program in Calgary. launched by a Calgary entrepreneur, the startup is set to make a significant impact on the city's waste management by keeping single-use takeout containers out of landfills. Earthware aims to be the voice of authority of recycling and composting takeout containers by becoming a leader in reducing single-use containers or any other single-use product.

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