

# Earthware INTRODUCTION



Calgary entrepreneur John MacInnes loved takeout and loved the YYC restaurant scene, but hated the waste it generated.

John found a solution to significantly reduce the 300 million single-use restaurant takeout containers added to Alberta's landfills each year. This reduction will result in:

- cost savings for the province
- reduction in harmful greenhouse gasses
- less garbage in our streets

Earthware's return-for-use containers is the solution.

## IT'S AN EVOLUTION

In 2023 Earthware evolved their program to a RETURN-FOR-REFUND program. They have partnered with the Alberta Bottle Depot Association, so the return process is accessible to Albertans who are already returning their bottles and cans for recycling. They can now return their takeout containers for reuse.

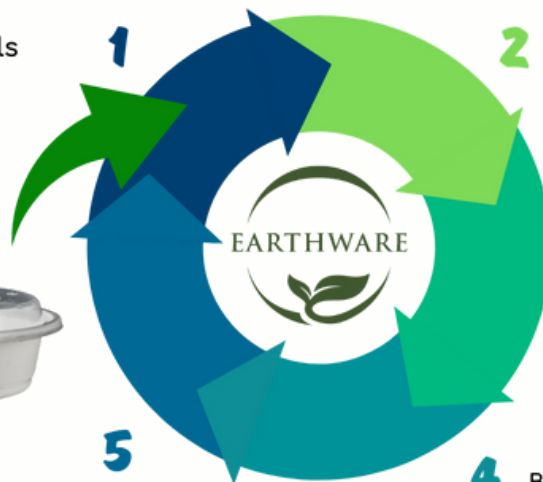
## OUR GOAL

Save 1 million takeout containers from the landfill by 2025.

## Follow the Container

Earthware sells container to provider:

- restaurant
- grocery store
- farm
- etc.



2 Provider adds deposit to cost of item purchased by consumer

3 Consumer, charity, biner returns containers/ lids to a Bottle Depot for refund.

Alberta has an 86% return rate of bottles and cans!

5 Earthware washes, sanitizes and inspects

4 Bottle Depot returns containers/lids to Earthware

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## CATEGORY INFORMATION

### 5 Year Projections

Reduction of 45 million kg of CO2 gas emissions

Same as driving 1,750,000 km.

That's driving the circumference of the earth 43 times!



6 million sq. meters of landfill

That fills 50 Skyscrapers



### ESTABLISHED RETURN-FOR-REFUND HABITS

With 86% of Albertans already taking their bottles and cans to bottle depots, this habit will easily extend to Earthware containers, saving so much waste.

### RESTAURANTS NEED A COMPLIANT OPTION

The pandemic increased takeout sales exponentially and due to the economy, takeout food ordering has only slightly decreased requiring restaurants to find a compliant container. 41% of restaurant are diversifying their business to include retail. There has also been a 18% (from 2021) increase of customers purchasing premade meals from restaurants. This makes finding the right takeout container critical.

Source: Square

### SINGLE-USE IS NOT THE ANSWER

Single-use items, including compostables, are making it impossible to make an impact on our climate change trajectory. Reusables are the best solution.

Reusable containers require much less material sourcing, manufacturing and transportation than single-use over it's lifespan. There's less impact and no municipal costs for disposal, recycling and repurposing.

The federal single-use ban is a step in the right direction but we can't replace one single-use problem with another.

- Most single-use "compostable" containers cannot be included in residential compost programs and end up in the landfill.

### BREAK IT DOWN FOR ME

A family of three ordering takeout once a week creates approximately 520 containers of waste/year.

5 Years from now...if we have 300 restaurants participating over those five years we could see:

- \$1 million dollars in savings for YYC in waste processing
- 6 million square meters of landfill space reduced

### WE ARE CLEARING THE AIR

15% of methane emissions from landfills come from single-use containers.

Over 450 million single-use takeout containers end up in Alberta landfills each year. They contribute to increased CO2 emissions. Using reusables actually clears the air you breathe.



Follow us to find other providers who care as much as we do and offer a reusable alternative to their packaging.