

r.Cup Implementation - October 2019

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



6000

of People at Venue/Event



720 Lbs

Waste Prevented



6 humans

Equivalent in Weight to Waste Prevented



\$2,100

Money Saved (USD) in one event



70%

Waste Diverted

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.

About rCup

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

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

Number of Disposables Replaced

- 10,000 disposable cups were replaced by reusable assets

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

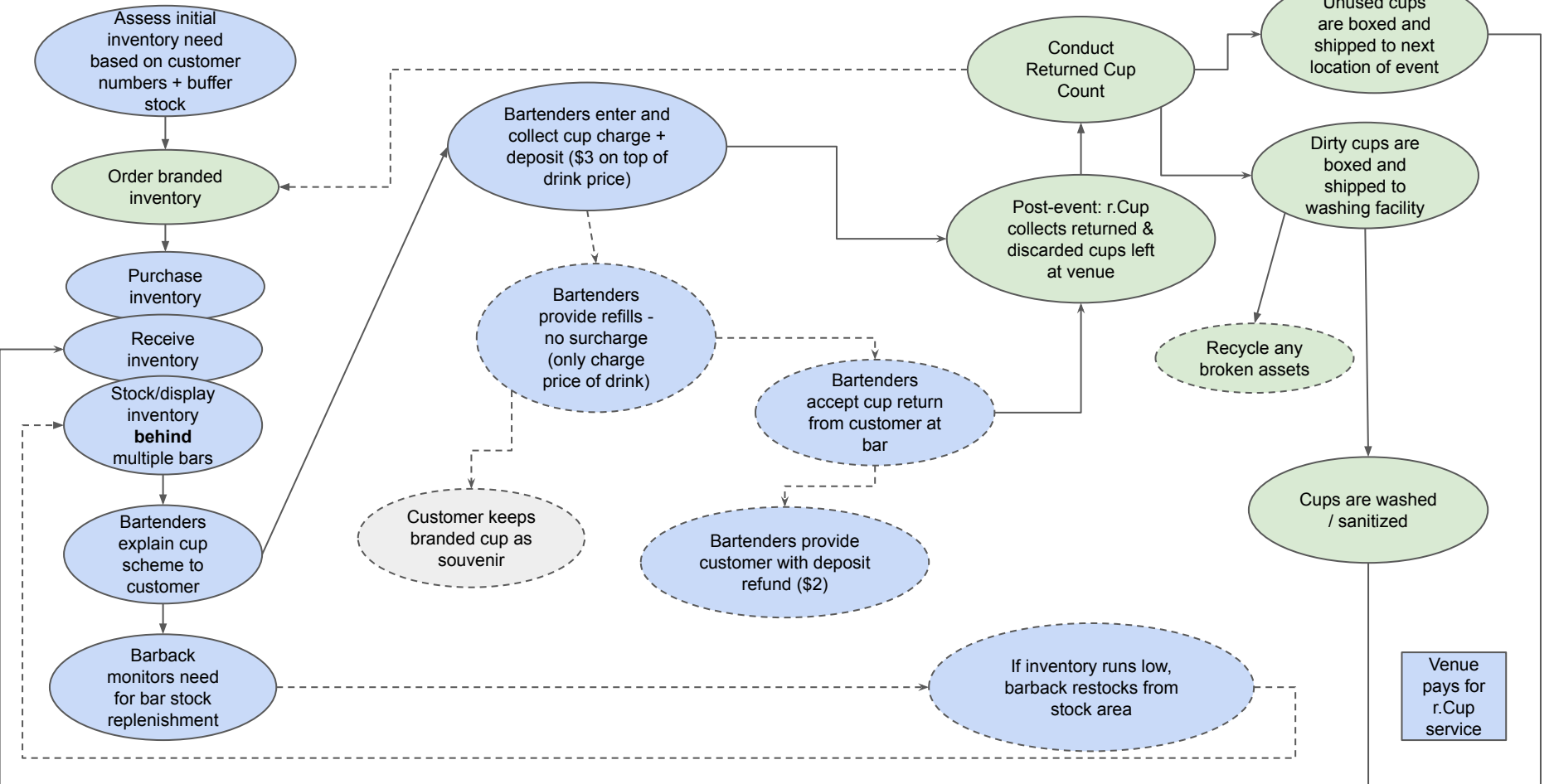
*in some recycling facilities.

** Not tested for BPS, BPH and other phthalates.

Live Music Venue: Use Case (Business Perspective)

LEGEND: **Blue** = Venue (Anthem staff/bartender), **Green** = Vendor (r.Cup), **Gray** = Customer

r.Cup Implementation at The Anthem (Washington D.C.)

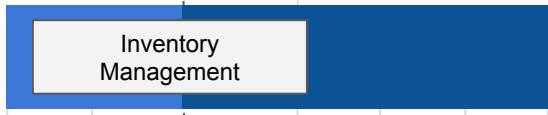


Comparison of Reusables vs. Disposables on Labor Intensity for VENUE

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

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

r.Cup / The Anthem joint effort for inventory management to determine number of cups required for event; majority of work done by r.Cup



Anthem staff having to order required disposables often over-purchasing to prevent shortage.

The Anthem staff ordered ad hoc based on event size and branding needs; 6,000 people for a Bon Iver concert



Ordering & Reordering multiple times a year, monthly/biweekly/weekly

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.



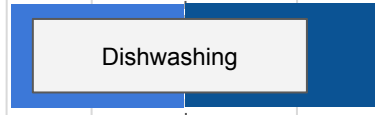
Front line personnel restock through day

Bartenders completed transaction of drink charge, deposit, and service fee. No straws or lids required.



Provide required lids/straws and other disposable items.

Collection, washing, recycling, delivery of clean cups to the next event conducted by r.Cup



Low dishwashing needs with disposables

Collection of cups were conducted by bartenders and returned to r.Cup. r.Cup managed the count and dishwashing. Waste was reduced considerably by 1,200 lbs.



Emptying, sorting, and hauling

