



Zero Waste Takeout

# Packaging As A Service

Disrupting the \$160 billion single-use take-out packaging industry through Return-for-reuse Takeout Containers



# Follow the Container

Earthware sells containers to provider, with container deposit:

- restaurant
- grocery store
- farm
- etc.



Earthware washes, sanitizes and inspects

Provider adds deposit to cost of item purchased by consumer

Consumer, charity, binner returns containers/ lids to a Bottle Depot for refund

Earthware collects containers/lids from Bottle Depots



# Earthware Traction



- Deal with GFS
- Calgary plus 8 surrounding cities and towns
- World's first agreement with a government regulated deposit return system (Alberta Bottle Depot Association)
- Stopped hundreds of thousands single-use containers from going into landfills or becoming garbage on our streets
- 2 additional provinces will accept Earthware containers when we expand
- Thousands of dollars of deposit returns to consumers. Many of whom are charities and society's most vulnerable people.
- 21 Restaurants and Food service providers signed up in Edmonton

# Great Fit

- Earthware requires the **LEAST** change for food providers. The items can be used and stored in the same way as disposables and bought from the same places as disposables.
- No new collection infrastructure is required.
- No new effort is required by Alberta consumers because they can be co-collected along with beverage containers.
- Data is collected and made available by Earthware and The Alberta Bottle Depot Association
- The 'deposit' paid is nominal and therefore doesn't create barriers to access for low-income consumers.
- **No technology** or credit card is required, allowing access to everyone

**Our goal is to show the world that reusable containers can be used as conveniently as disposable containers**



# Trust

## Success data that we measure

- Volume is key - partners switch all containers to Earthware. Consumers don't choose to use
- Return rate
- Many environmental metrics like CO2, water saved, landfill space saved, and more

## Risks & Mitigations

- Resistance by food providers to pass on a deposit to customers. This is an emotional fear not a technical barrier.
  - We are finding that as we add more customers, case studies and testimonials our sales close rate improves.
- Supplier capacity
  - Ensure capacity and our own inventory levels for 4.5 months
- Health and Safety of wash facility
  - Regular inspections and adherence to SOPs





# Infrastructure

## Return Logistics - Bottle Depots

- Builds on existing infrastructure for returns which handles billions of beverage containers per year
- Earthware has already proven to be easily integrated

## Wash Facilities

- Working with local charities in Edmonton and Calgary to build new wash facilities to support their underserved employment objectives.

## Deployment Logistics

- Our unique model allows us to start using existing distributors instead of our own fleet
- We have just completed a distribution deal with Gordon Food Services, the largest takeout container distributor in the world



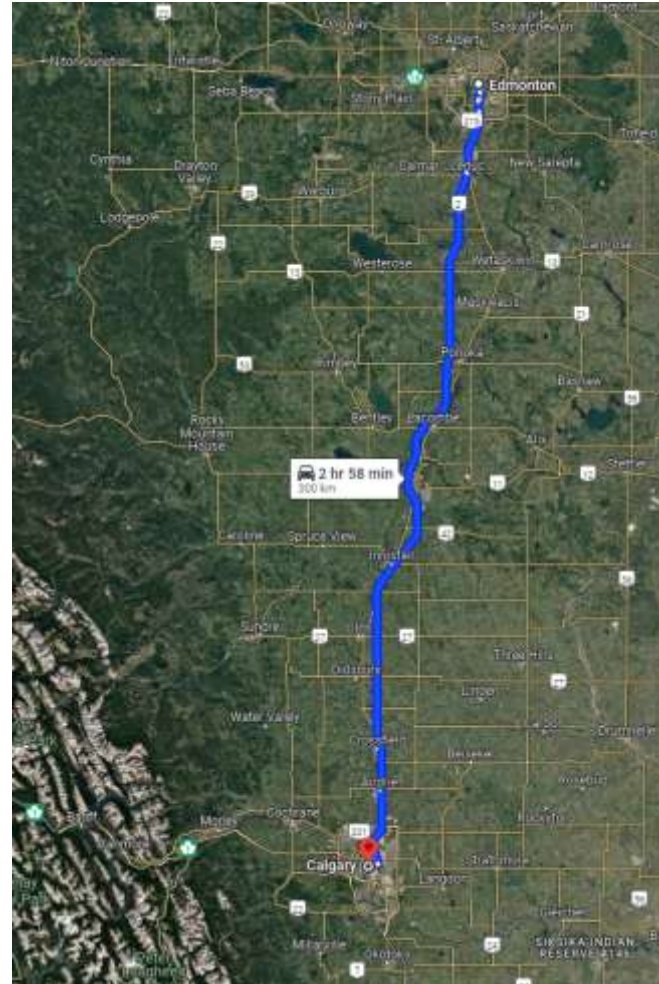
# Let's Go Alberta!

## Expansion is happening

- All Alberta bottle depots will accept Earthware containers
- Primary focus will be Calgary, Edmonton and surrounding bedroom communities. Number 2 highway (between Calgary and Edmonton) communities.
- Approximately 4 million people

## Community Benefits

- Stop millions of takeout containers from entering landfills or becoming garbage on our streets
- Millions of dollars of deposit returns to consumers. Many of whom are charities and society's most vulnerable people.



Get cash back for each **Earthware** takeout container & each lid!

Rinse and return your containers and/or lids on your next trip.

ONLY Earthware bottles/lids accepted

RINSE & RETURN FOR REFUND AT BOTTLE DEPOTS

[www.earthware.me](http://www.earthware.me)

Find places near you, offering a zero waste takeout option!

[www.earthware.me](http://www.earthware.me)





Thank you!



[www.earthware.me](http://www.earthware.me) · [jmacinnes@earthware.me](mailto:jmacinnes@earthware.me) · 403 689-7627