

CASE STUDY

Channel Islands Juice Co.

RESTAURANT DETAILS

Location: 291 E Thompson Rd Ventura, CA 93001

Industry: Fast Casual

Average Daily Guests: 0-100

Channel Islands Juice Co. has a simple mission. To make truly organic juice that is restorative and nourishing. Each hand-crafted blend is served in a returnable and reusable glass jar, that protects and assures freshness. Channel Islands Juice Co. is fiercely committed to using locally sourced ingredients from sustainable sources that nourish the mind, body, and soul.



OCEAN FRIENDLY PRACTICES

- Only reusable foodware is used for onsite dining.
- Paper straws are provided only upon request.
- No expanded polystyrene is used (aka Styrofoam).
- No plastic bags are used for takeout or to-go orders.
- Single-use utensils, straws, condiments, and other accessory items are provided only upon request.
- Beverages are not sold in plastic bottles.
- Proper recycling practices are followed.
- A discount is offered for customers with a reusable item.
- Vegetarian and vegan food options are offered on a regular basis.
- Water conservation and pollution mitigation efforts are implemented.
- Energy efficiency efforts are in place.
- Composting efforts are in place for food waste.

REUSABLE BOTTLE PROGRAM

Channel Islands Juice Co. serves their cold-pressed juices in refillable and returnable glass bottles. Once a customer returns their glass bottle, they get a \$2 refund. Most customers use that \$2 refund to buy another juice or opt for a wooden token to be used on a juice order at a later date. Customers can also bring their own bottles for a discount. By using this model, this Ocean Friendly Restaurant sees a 50-60% return rate on their bottles and eliminates over 18,000 plastic bottles annually. While the upfront cost of reusables may be more expensive, we estimate that Channel Islands Juice Co. saves \$900-\$2,000 per year after reaching their break-even point. Plus, this reuse model gives customers an excuse to come back!

**Cost comparison based on price for plastic bottles on [Webstaurant](#) as of October 2023.*

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