

## CASE STUDY

# Mitch's Seafood

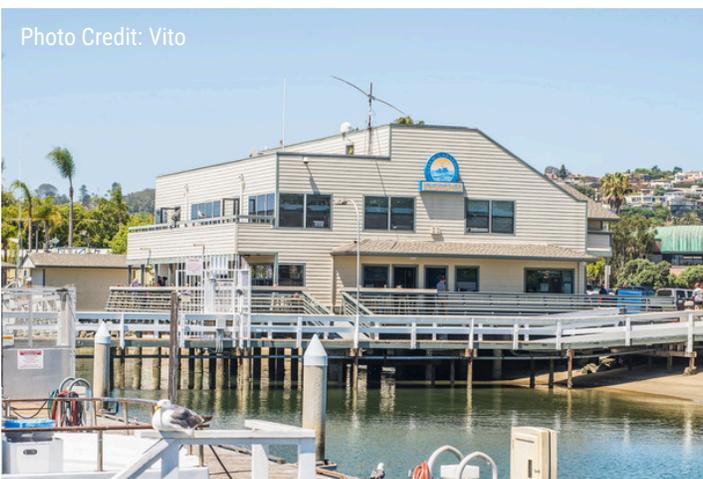
### Restaurant Details

**Location:** 1403 Scott Street San Diego, CA

**Industry:** Fast Casual

**Average Daily Guests:** 500+

Established in 2008 by three fishing families, Mitch's Seafood specializes in serving "local fish from local fishermen" from the waters of San Diego. At this waterfront restaurant you'll enjoy the quintessential San Diego seafood dining experience.



### Ocean Friendly Practices

- Only reusable foodware is used for onsite dining.
- Paper or naturally occurring straws are provided 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.
- No single-use plastic or bioplastic containers are used for takeout.
- Vegetarian and vegan food options are offered regularly.
- Energy efficiency efforts are in place.
- Sustainable seafood is served.
- Composting efforts are in place for food waste.

### Switching to Reusables

To become an Ocean Friendly Restaurant, Mitch's Seafood switched their single-use plastic foodware items to reusables for onsite dining. The General Manager said, "we've received great feedback about our changes and our food looks so much more presentable on reusable dishes compared to single-use items." Plus they see cost savings! See the breakdown:

Disposable Item	Reusable Switch	Cost Savings Per Year
Plastic Ramekin	 Stainless Steel Ramekin	 \$1,194
Plastic Cup for Wine	 Reusable Cup for Wine	 \$3,237
<b>Total Estimated Annual Cost Savings</b>		<b>\$4,431</b>

Photo Credit: Anna Hunter

**In 2023, Mitch's Seafood saved \$4,386 during their busy summer months (June-August) alone by switching to reusable and paper foodware items!**