

CASE STUDY

The Tiny Turtle

RESTAURANT DETAILS

Location: 249 Minutemen Causeway Cocoa Beach, FL 32931

Industry: Fast Casual

Average Daily Guests: 100-300

The Tiny Turtle offers a unique Puerto Rican cuisine with a touch of Caribbean Fusion. The Tiny Turtle opened its 'Food Truck Style' window during the annual art show in Downtown Cocoa Beach ten years ago. Over the years since, The Tiny Turtle has expanded and evolved into one of the top full-service restaurants in Cocoa Beach.



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.
- 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.
- Neither single-use nor bio-based plastic containers are used for takeout or to-go orders.

PAPER STRAWS UPON REQUEST ONLY

The Tiny Turtle serves paper straws upon request by the customer only. They serve about 200 guests daily and staff estimate that roughly 20 customers ask for a straw every day. With this 90% percent reduction in paper straw usage, we estimate that **The Tiny Turtle saves over \$3,000 every year.** See the breakdown below.

STRAWS OFFERED	COST PER STRAW	APPROX. STRAWS PER DAY	APPROX. ANNUAL COST
Without Request	\$0.05	200	\$3,650
Only Upon Request	\$0.05	20	\$365
Estimated Annual Savings			\$3,285

Tip! Some ways that The Tiny Turtle reduces straw usage is by keeping them out of sight and out of mind. Staff do not keep straws in their aprons and they have educational signs on their tables explaining why they are an Ocean Friendly Restaurant. This way, customers know what to expect and become informed about the harms of plastic pollution on marine life.