



# Calgary Business Becomes World Leader

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FOR IMMEDIATE RELEASE

## Calgary business becomes world leader in reusable systems - Calgary, Alberta

The agreement signed with the Alberta Bottle Depot Association (ABDA) makes Earthware the only return-for-reuse takeout container company in the world to work in tandem within a government-regulated beverage container deposit return system.

Appropriately timed for EARTH DAY. In their quest to reduce the number of single-use takeout containers filling Alberta's landfills (450 million per year) Earthware has evolved from their original membership model to a deposit-refund model. They have sourced a container that is comparable in price to single-use containers so food service providers can switch over their entire takeout container inventory. This means more reusable containers in the hands of customers instead of single-use containers, compostable included, headed for the landfill.

Food service providers like hotels, restaurants and grocers purchase the container from Earthware with a deposit added per container. They pass that deposit onto the consumer, not unlike bottles, cans and other beverage containers.

ABDA has added the other piece of the puzzle - the container collection and refund piece. There are [13 bottle depot locations](#), currently participating in the city of Calgary where consumers can return their containers and lids for a refund of a portion of the deposit.

*"Our partnership with ABDA provides Earthware with central locations to pick up the containers for washing and sanitizing. But most importantly, it provides consumers with convenient locations to return them and collect their deposits. This agreement will allow us to easily scale our efforts into other markets and exponentially increase our impact in our communities," says John MacInnes, founder of Earthware.*

84% of bottles, cans and other beverage containers are returned in Alberta, so they are projecting an equal uptake in the return of Earthware containers and lids. The new containers will also provide an additional source of income for non-profit fundraisers and those individuals who are currently collecting beverage containers for deposits, some of whom rely on these funds as their sole source of income.

*"Each year, Calgarians make over 1.7 million visits to Alberta Depots to drop off over 470 million beverage containers for recycling. By adding Earthware containers to these trips to the depot, Calgarians will be minimizing the GHG emissions associated with Earthware container collection. Reuse is a well-regarded waste reduction principle that resonates with Albertans," says Jerry Roczkowsky, ABDA president.*



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Jasen Stein, from Menu Mandala, an ecommerce restaurant service who provide ready-to-eat meals made from sustainable, whole food sources, is one of [14 providers](#) already participating in the new Earthware program, with many many more joining in the coming weeks.

*“Earthware’s mission to reduce waste by utilizing facilities already existing in Calgary communities was immediately appealing to us. It aligns with our philosophy. After a two-week trial of Earthware for individual-sized meals, we are excited to fully onboard Earthware products in the coming weeks for all of our ready-to-eat meals and snacks: family sized meals, soups, desserts, and individual meals,” says Stein.*

There are many different reuse models all over the world but this Calgary-based Earthware container service business thinks they have found the right equation. With plans to move to Banff, Canmore and Edmonton in the next year, the world will be watching to see how this new system works to put them on the right trajectory toward waste reduction.

**SEE LIST, NEXT PAGE, OF PARTICIPATING FOOD SERVICE PROVIDERS**

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**For more information go to our [media page](#) or see below:**

*We can arrange interviews at Earthware’s newest location, or a bottle depot or food service provider upon request.*

*You can also go to [earthware.me/gallery](http://earthware.me/gallery) for more images or videos.*

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## PARTICIPATING FOOD SERVICE PROVIDERS

Using Earthware since new model started end of March



## Follow the Container

