



use

your

own

HOSPO NORMALISING REUSE SINCE '17

# WHAT DOES **#USEYOUROWNCUPFRIDAY** LOOK LIKE FOR HOSPO?

A **UYO** GUIDE



BEGIN.

Are you keen to start moving away from single use coffee cups?

If the answers are **NO**, this isn't for you...yet. If **YES**, hello, let's start. It's simple. Here's some things to consider and act upon.



# KEEP YOUR CREW HAPPY

Talk to your team. Explain the idea: on each Friday in April, you won't be handing over any single use coffee cups. None.

Display some signage and posters – we have some for you, under **GUIDES & SIGNS** on the **UYO** website – letting folks know it's coming, so staff aren't dealing with surprised coffee lovers.

Make the signs prominent, at point of enter and near the service area. Include messages of gratitude to the customers for working with you to reduce your footprint. Thank you for being a part of our commitment to reduce single use waste.

Start posting on social media – prepared customers are nice customers. Tag **@uyo.nz** and we will work our networks to amplify your messages.

Ask your baristas for their feedback when the month is over? Is this something they and you are keen to continue with, or increase to a trial month, or even take the plunge... and go forward without throwaways?

You will probably have a handful of walk outs. The important thing is that your staff know you expect this and that they have your 100% support. Let them know they are involved in something much more valuable than \$50 of coffee sales, and that you are grateful to them for their role in changing our relationship with throwaway culture.

Staff can always point to the signs, that is why we display them, but here some things they can say to customers who have not seen the prior notice when asked for a coffee:

*"We aren't serving disposable coffee cups this Friday/month/anymore as a way to reduce our single use waste, but we can offer you..."*

*"This Friday/week/month/from now on we aren't serving single use coffee cups but don't worry, you can borrow [a loan cup/mug etc for free/for a refundable deposit] if you don't have time to dine in."*



# KEEP YOUR CUSTOMERS HAPPY

You know your people better than we do. For some cafes, just letting customers know it's coming is enough. But perhaps you want to make it sweeter?

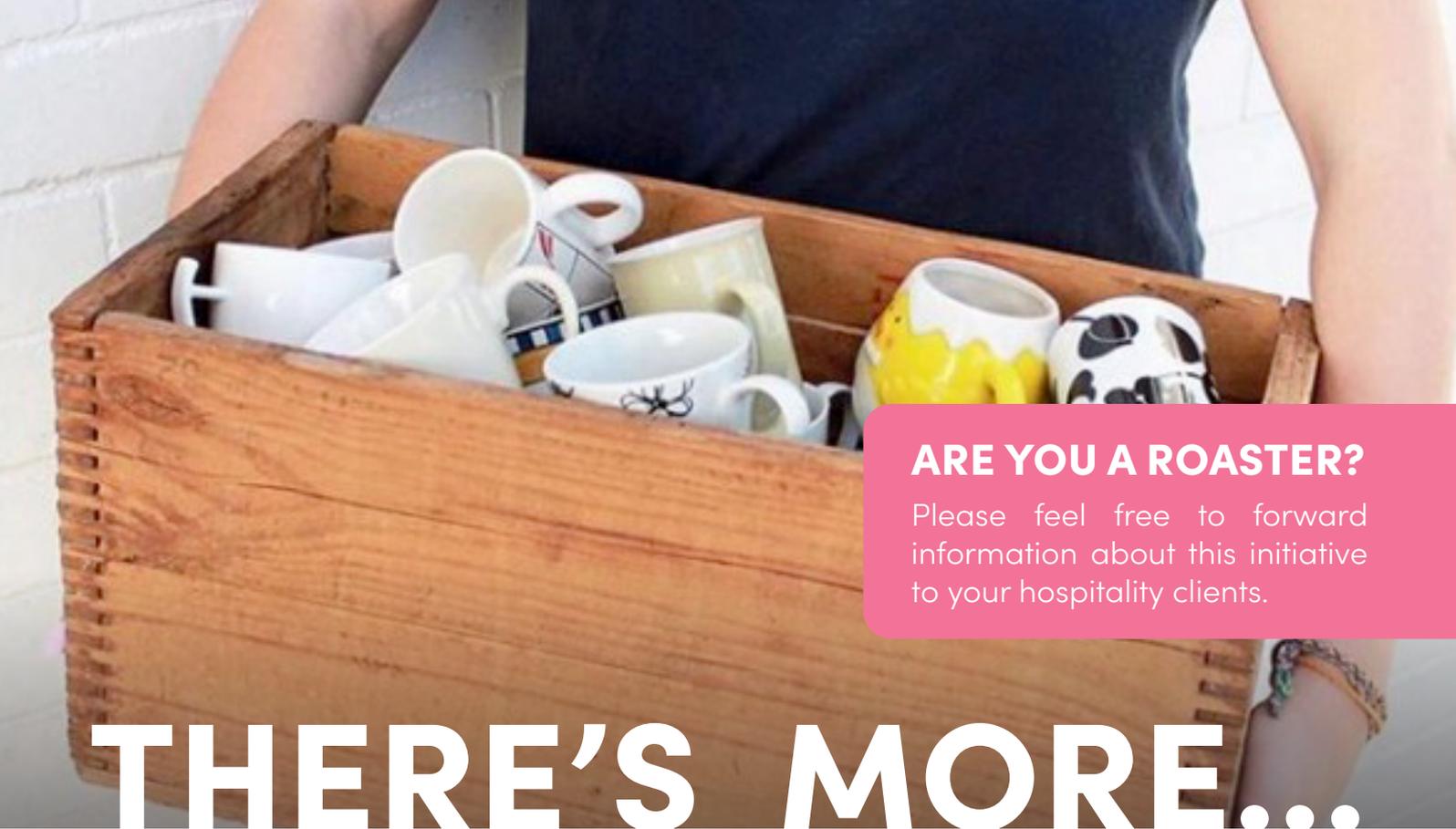
Can you encourage or incentivise folks to make time to stay instead? This may just be conversations, or a small discount for dine in coffees? Chances are, folks will buy a muffin too...

Do you have reusable alternatives for those who simply have to run? Mugs to loan regulars? See our Mug Library guide for suggestions on how to make this happen with ease (Wellington waterfront and city centre, we can help you with free clean jars and mugs to loan, just get in touch).

Do you retail reusables, and if so, can you offer deals? Sell at cost, or at a reduced price?

Experience on past Use Your Own Cups Days has shown us that when cafes make it clear they will happily accept any clean cups, keep cups, jars, mugs from the office kitchen etc, the majority of customers will turn up with their own cups.

If you have a large volume of office workers as clients, let us know? We will approach them and connect with the right person to spread the word that reuse is the new normal. We have a kit for workplaces. You let us know where to send it and we will. Or feel free to pass on the information yourself.



## ARE YOU A ROASTER?

Please feel free to forward information about this initiative to your hospitality clients.

# THERE'S MORE...

## MAKE A NOISE ABOUT IT

Using social media to promote the good moves you are making not only prepares your followers and customers, but also helps create a climate where reuse is normal. Where make time to stay becomes just the way things are. It also creates a network of support: many hospo outlets sharing the same messaging, means we are in this together, just like life, just like all the actions we need to undertake to defend the health of our societies, and planet.

We are here for you. Contact me. We will create content for you and be your marketing department. Starting the moment you say that you are in!

## NEXT LEVEL LOVE

Some cafes are going to be single use cup free for the whole of April, using it as a trial for a possible permanent change. We have guide on the **UYO** website to going throwaway cup free, and minimising your waste in general, and the associated costs. Think about it? It's a whole bunch of wins. You will be supported.

## THE DISABLED COMMUNITY

As you'll be aware, some folks need a cup with a lid for drinking. Giving notice is vital so these customers can be prepared. If you retail reusables, perhaps you could let staff know that if someone needs a cup with lid to dine in etc that it is fine to loan them one of these 'keep cups'?



**UYO.NZ**



**WWW.UYO.CO.NZ**