



BEYOND PLASTICS

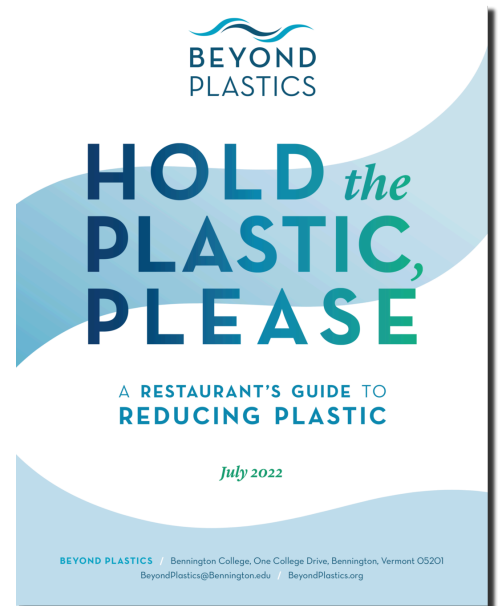
TOOLKIT FOR *HOLD THE PLASTIC, PLEASE* - A RESTAURANT'S GUIDE TO REDUCING PLASTIC

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Thanks for your interest in helping to spread the word about Beyond Plastics' free guide to help restaurants reduce plastic in the front and back-of-house! Below you'll find all the content, graphics and guidance you need to easily share the guide.

The guide offers practical advice, tools, resources (including funding resources), and case studies to help any restaurant interested in reducing plastic take meaningful steps to do so AND help them effectively message (and market) these changes to their customers, potential customers, reporters, and more.

Questions? If you have any questions about the guide, please contact Beyond Plastics policy director and guide author Megan Wolff at meganwolff2@bennington.edu. If you need any other materials to share the guide, please contact Beyond Plastics digital director Eve Fox at evefox@bennington.edu.



Quick Share Links

👉 If you'd like to share but are in a hurry, you can also quickly retweet/share/regram below to help amplify Beyond Plastics' social posts:

- [Twitter](#)
- [Facebook](#)
- [Instagram](#)

Sample Tweet (and/or [retweet Beyond Plastics' tweet here](#))

Don't forget to add a graphic. [Click here to download a graphic to accompany your tweet >>](#)

With drawers overflowing with ketchup and soy sauce packets, plastic straws and cutlery, diners want to [#BreakFreeFromPlastic](#). Fortunately, [@plasticsbeyond](#) just released a FREE GUIDE to help restaurants use less plastic. 🗑️ Get the guide: <https://www.beyondplastics.org/restaurant-guide> 🌍 [#planetorplastic](#)



RESTAURANTS: HOLD THE PLASTIC, PLEASE!

The free guide from Beyond Plastics offers practical advice, helpful resources, and case studies to help restaurants reduce their use of plastic.

GET THE GUIDE

Sample Facebook Post (or [share Beyond Plastics' post here](#))

Don't forget to add a graphic. [Click here to download a graphic to accompany your Facebook post >>](#)

SHORTER POST:

@BeyondPlasticsAction just released a FREE guide to help restaurants reduce their use of plastic. 🗑️ These changes can help attract new customers, deepen relationships with existing diners 🍽️, save money 💰, and help protect the planet. 🌍

Get the guide now at: <https://www.beyondplastics.org/restaurant-guide>

LONGER POST:

@BeyondPlasticsAction just released a FREE guide to help restaurants reduce their use of plastic. 🗑️ These changes can help attract new customers, deepen relationships with existing diners, 🍽️ save money 💰, and help protect the planet. 🌍

The new FREE guide from @beyondplasticsaction is based on experience from restaurants across the U.S. that have reduced plastic and includes:

- Practical guidance for reducing plastic usage in the front & back-of-house
- Links to plastic audit checklists
- Links to savings and foodware calculators
- Information on dishwashing options
- Guidance on plastic-free take-out options
- Sample language for staff and customer education
- Advice on funding sources to purchase reusable dishes
- Two real-world case studies, and much more!

Get the FREE guide at <https://www.beyondplastics.org/restaurant-guide> and please share far and wide! 🌱

RESTAURANTS CAN BREAK FREE FROM PLASTIC!



This free guide makes it easy for restaurants to reduce their use of plastic, attract new customers, increase diner satisfaction, and protect the planet.

Get the guide: [beyondplastics.org/restaurant-guide](https://www.beyondplastics.org/restaurant-guide)

Sample Instagram Post (or [repost Beyond Plastics' post here](#))

Don't forget to add a graphic! [Click here to download a graphic to accompany your Instagram post >>](#)

@Beyondplasticsbennington just released a FREE guide to help restaurants reduce plastic.

With 15 million metric tons of plastic entering the ocean each year, it's clear that we need to turn off the plastic tap. And restaurants can play a large role in addressing our plastic pollution crisis.

This FREE guide includes practical real world advice for front- and back-of-house, including where to purchase reusable take out containers, options to collect and wash reusable dishware and to-go ware 💧, where to find funding 💰, calculate costs, communicate these changes to customers, environmental impacts 🌱, and more! Download the FREE guide at: <https://www.beyondplastics.org/restaurant-guide>

#embracereuse #zerowasterestaurants #plasticfreerestaurants #zerowasteliving
#refusesingleuse #saynotostyro #skipthestrav #strawssuck #toxicplastic
#reuserevolution #nowaste #zerowaste #saynotosingleuse #singleuseplastic
#plasticfreejuly

RESTAURANTS CAN CHOOSE TO REFUSE PLASTIC



This free step-by-step guide makes it easy for restaurants to reduce plastic, attract new customers, improve dining experiences, & even save money!

Get the guide: [beyondplastics.org/restaurant-guide](https://www.beyondplastics.org/restaurant-guide)

Sample Outreach Email

Subject: New guide to help restaurants reduce plastic (it's free!) 🗑️ 🍴 🌍

Hi [name],

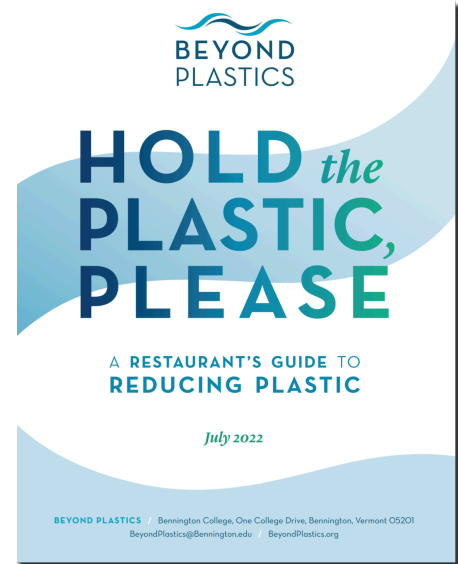
In honor of Plastic Free July, Beyond Plastics just released a free guide to help restaurants cut their use of plastic that's at: <https://www.beyondplastics.org/restaurant-guide>

✓ The free guide includes:

- Practical guidance for reducing plastic usage in the front- and back-of-house
- Links to plastic audit checklists
- Links to savings and foodware calculators
- Information on dishwashing options
- Guidance on plastic-free take-out options
- Sample language for staff and customer education
- Advice on funding sources to purchase reusable dishes
- Two real-world case studies, and much more!

Plastics damage our planet and endanger human health at every phase of their lifecycle. The manufacture of plastics involves toxic chemicals including PFAS, phthalates, and heavy metals. With 15 million metric tons of plastic entering our ocean each year, it's clear that we need restaurants to be part of the solution rather than part of the problem. 🌍

Celebrate Plastic Free July by spreading the word about Beyond Plastics' new guide to help restaurants near you find workable, affordable solutions to single-use plastic products, foodware, packaging, and more. 🗣️





RESTAURANTS: HOLD THE PLASTIC, PLEASE!

The free guide from Beyond Plastics offers practical advice, helpful resources, and case studies to help restaurants reduce their use of plastic.

GET THE GUIDE

Industry [research](#) has found that the use of plastic makes consumers feel guilty 😞, frustrated 😡, and annoyed 😡 – not exactly the ambience most restaurant owners are trying to achieve. The majority of people surveyed also shared that they feel restaurants must do more to address the plastics problem directly. 🗑️

Already, many eateries are choosing to either go plastic-free, reduce their use of plastic, or eliminate single-use disposable items and **finding that they can decrease costs, grow their clientele, increase revenue, and make a real and vital contribution to the health of the environment in the process!**

The potential is real, and the benefits to restaurants' bottom line and customer satisfaction have already been proven.

Please share this free guide with any restaurant owners or employees you know and encourage them to join the growing movement to reduce their use of plastics while improving their relationship with customers and the earth, and perhaps even saving some money.

👉 **Check out the free the guide at:** <https://www.beyondplastics.org/restaurant-guide> and please share it widely.

Thanks for your help.

Beyond Plastics is a nonprofit project based at Bennington College in Vermont whose mission is to end plastic pollution. Learn more at: <https://www.beyondplastics.org>.

One-Page Handout

We realize that the guide is rather long... If you're interested in spreading the word about the guide in person, you can print out our simple one page handout to leave with restaurant owners in your neighborhood after you speak with them. [You can download the PDF document to print out here.](#)

HOLD THE PLASTIC, PLEASE

Beyond Plastics' free guide helps restaurants save money, attract customers, and protect the planet by reducing plastic.

Get the guide at BeyondPlastics.org/Restaurant-Guide or scan the QR code at the right to:



► **Cut costs and boost revenue**

Replacing single-use disposable foodware with reusable dishes, cups, cutlery and condiment dispensers actually saves restaurants money. Many customers are also willing to pay more for "greener" options.



► **Attract new customers**

Restaurants that respond to the growing desire for plastic-free dining can grow their base of customers.



► **Protect the planet**

Plastics damage our planet and endanger human health at every phase of their lifecycle. Restaurants have a big role to play in addressing our plastic pollution crisis.



Get the free guide at www.BeyondPlastics.org/Restaurant-Guide for information on how to:

- Conduct a plastic audit
- Calculate savings
- Choose reusable alternatives
- Find funding for reusable dishware
- Handle dishwashing
- Get staff on board
- Involve customers
- Market plastic reduction changes



August 2022