



HUSKEE HERO CASE STUDY

Who

Beachside Barista is a family-run coffee van in the beach community of Ocean Reef, Western Australia. Claire and Nick started in 2021 with a vision to make great coffee and run a small business to support their teenage son and lifestyle. They started offering reusables in early 2022 and have never looked back. We love their 'Tread lightly Tuesday' initiative to further educate their community.

Why

As a coffee van service, Claire felt that they were responsible for the packaging that they provide to their customers for take-away, who carry around and consume them within the park they trade at. The visual reminder seen weekly of the cups piling up in the bins near their location was the motivator to make a change.

Their coffee roastery was promoting HuskeeCups at the time, and when Claire saw them, she loved everything about them. It is important to their values that they try to reduce the footprint they have on the environment where they can.

How

Beachside Barista initially simply sold HuskeeCups to their customers that want reusable cups, as an additional revenue source. Over time, they have started using the cups as a 'cup-library' for their regulars, to provide extra convenience and further support waste reduction.

In addition to using HuskeeSwap, Beachside also incentivise waste reduction by supporting BYO and having a \$0.20 discount to their customers that use a reusable cup.

Highlights for 2022

Key Environmental Outcomes:



17% of customers are currently using reusable cups



12 kg of plastic wasn't used



Saved 2 trees and 190 kg CO2 eq. emissions



Eliminated 7,300 single-use plastic items at the source



Eliminated 30 wheelie bins of waste (or 40 kg)

Key Economic Outcomes:



Added an additional \$400 of revenue through Huskee sales in 2022



Saved over \$1,160 in single-use packaging costs



Customers were rewarded over \$740 for using reusables through discounts

Other Key Takeaways & Learnings:

Close to 50% of reusables at the cafe were with Huskee due to customer convenience and preference

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"I tried many other keep cups as options for our coffee van until I found HuskeeCups. They really are the closest thing possible to the perfect cup!"

- **Claire Wallis** | Owner

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Huskee Heroes are dedicated champions demonstrating the economic and environmental benefits of a Reuse System. We hope that this has inspired and encouraged you to take action on single-use and participate with Huskee. To learn more about the business benefits of becoming a **HuskeeSwap** cafe, [click here](#).



Join HuskeeSwap today