



HUSKEE HERO CASE STUDY



Who

[Flag & Wire](#), located in McMinnville, Oregon, founded in 2015 are a wholesale coffee roasting company, café & subscription service focused on great coffees, procured honorably and prepared in a way that adds value to people's lives. The cafe has embraced the industrial history of McMinnville and offers indoor and outdoor seating.

Why

They implemented **HuskeeSwap** in December 2019, as it was an opportunity to improve and build upon their sustainability goals. **HuskeeSwap** was endorsed to Flag & Wire by [Zero Waste McMinnville](#), a great community organisation that encourages people to change their thinking about waste and to avoid waste through policies and practices.

"Our company has sustainability goals that we aim for that the HuskeeSwap program fit nicely into"
- **Nick Walton**, Co-Owner

How

The cafe encouraged customers to participate in **HuskeeSwap**. They also incentivized reuse by offering 0.50c off every coffee they ordered with their **HuskeeCup** and Lid combo. Encouraging customers to participate in **HuskeeSwap** through this discount allowed Flag & Wire to attract new conscious consumers and engage and strengthen loyalty.

"Our customers like being able to swap sizes, in comparison of bringing their own"
- **Katie McLennan**, Director of Growth



Highlights

Key Environmental Outcomes:



Eliminated over 10,000 cups and lids in 2022 (both BYO and Huskee)



17 kg of single-use plastic eliminated at the source



50% of reuse at the cafe was with HuskeeSwap (2,427)



11,000 gallons of water was saved



60 kg of packaging didn't end up in landfill



2 trees saved and 260 kg of CO2 emissions eq. saved

Key Economic Outcomes:



The venue made over \$1,000 (US) in retail with Huskee in 2022



Flag & Wire saved \$850 (US) last year on disposable packaging



These impacts were with just 10% of customers using reusables daily

Other Key Takeaways & Learnings:

Almost 50% of reuse at the cafe was with **HuskeeSwap**

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"What we need is more people [and venues] in our community to use Huskee. We know our customers want to use them, and more opportunities would be great"

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- **Kimberley Walton**, Co-Owner

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