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EMPOWERING SUSTAINABLE SOLUTIONS  
MANAGERS FOR A GREENER TOMORROW

# SUSTAINABLE SOLUTIONS

**FILIBERTO'S CASE STUDY**





# SUSTAINABILITY SUCCESS: TRANSFORMING FILIBERTO'S WITH ECO-FRIENDLY PACKAGING SOLUTIONS



## FILIBERTO'S CASE STUDY

### INTRODUCTION

The Mexican restaurant, Filiberto's, located in Arizona, faced a series of challenges related to its packaging and sustainability practices. This case study examines the collaboration between Filiberto's and Good-Bye Plastic, an eco-friendly packaging solutions provider. The restaurant aimed to address specific issues and transition to more sustainable packaging options while maintaining cost-efficiency and customer satisfaction.

### PACKAGING CHALLENGES

Filiberto's faced several challenges related to packaging:

- **Cost:** The restaurant needed cost-effective packaging solutions that wouldn't significantly increase expenses.
- **Operational Efficiency:** With the transition from dine-in to takeout due to the COVID-19 pandemic, the restaurant required packaging that facilitated efficient and safe handling of food.
- **Environmental Impact:** Filiberto's aimed to reduce its environmental footprint by minimizing plastic waste.

### ECO-FRIENDLY PACKAGING SOLUTIONS

Good-Bye Plastic proposed eco-friendly packaging solutions to address these challenges.

### AT A GLANCE

#### CHALLENGES

- Cost
- Operational Efficiency
- Environmental Impact

#### SOLUTIONS

- ✓ Cornstarch Products
- ✓ Double Locking System
- ✓ Quality Improvement
- ✓ Customized Branding
- ✓ Plastic Waste Reduction
- ✓ Elimination of Additional Packaging
- ✓ Improved Compostability
- ✓ Customer Satisfaction
- ✓ Brand Enhancement
- ✓ Operational Efficiency
- ✓ Convenience
- ✓ Sturdiness
- ✓ Sustainability
- ✓ Eco-conscious Choices



- **Cornstarch Products:** Good-Bye Plastic introduced cornstarch-based products as an alternative to traditional plastic containers. These products were both eco-friendly and cost-effective.
- **Double Locking System:** To enhance ease of use for restaurant staff, Good-Bye Plastic developed a double-locking system for the clamshell containers, eliminating the need for intricate folding and making them suitable for the drive-thru operations.
- **Quality Improvement:** While maintaining performance, the weight of the packaging materials was reduced, resulting in cost savings without compromising strength.
- **Customized Branding:** Good-Bye Plastic collaborated with Filiberto's to create branded packaging, enhancing the restaurant's identity while meeting customer expectations.

## ENVIRONMENTAL BENEFITS

The collaboration between Filiberto's and Good-Bye Plastic yielded substantial environmental benefits:

- **Plastic Waste Reduction:** By replacing traditional plastic containers with eco-friendly alternatives, the restaurant reduced its plastic waste significantly.
- **Elimination of Additional Packaging:** Good-Bye Plastics' packaging eliminated the need for additional paper inserts and plastic bags, further reducing waste.
- **Improved Compostability:** The shift to eco-friendly packaging enabled the restaurant to compost food waste along with the packaging, contributing to sustainability.

## IMPACT ON CUSTOMER PERCEPTION AND OPERATIONS



### FILIBERTO'S CASE STUDY

- **Customer Satisfaction:** Customers appreciated the ease of reheating food directly in the eco-friendly packaging, eliminating the need for additional steps.
- **Brand Enhancement:** Filiberto's gained a reputation as a green restaurant, positively impacting customer perception and attracting environmentally conscious diners.
- **Operational Efficiency:** The double-locking system and sturdier packaging reduced the risk of damage during transportation and improved overall operational efficiency.

## CUSTOMER FEEDBACK

Customers exhibited an overwhelmingly positive response to the eco-friendly packaging solutions introduced by Goodbye Plastics. Their feedback highlighted several key aspects that contributed to their satisfaction:

- **Convenience:** Customers appreciated the newfound convenience of the eco-friendly packaging. The ability to reheat food directly in the packaging eliminated the need for additional steps and containers. This streamlined their dining experience, making it more straightforward and hassle-free.
- **Sturdiness:** The transition from traditional packaging to eco-friendly alternatives



brought with it a noticeable improvement in packaging sturdiness. Customers found the packaging to be more robust, reducing the likelihood of spills or damage during transportation. This added durability enhanced their confidence in the restaurant's commitment to quality.

- **Sustainability:** Perhaps the most significant factor contributing to positive customer feedback was the sustainability aspect of the eco-friendly packaging. Patrons were pleased to see that Filiberto's was taking steps to reduce its environmental impact. By choosing eco-friendly packaging, customers felt that they were supporting a restaurant that shared their values and cared about the planet.
- **Eco-Conscious Choices:** Many customers specifically commended Filiberto's for making eco-conscious choices in their packaging. They saw this as a responsible and forward-thinking approach, which positively influenced their perception of the restaurant.

## FUTURE PLANS

Filiberto's has ambitious plans to further solidify its collaboration with Goodbye Plastics and expand the adoption of eco-friendly packaging:

- **Expansion Across Locations:** Filiberto's aims to roll out the use of eco-friendly packaging across all its restaurant locations. This expansion demonstrates the restaurant's commitment to sustainability and ensures that a more substantial impact is made in reducing plastic waste.
- **Branded Packaging:** The restaurant plans to implement branded eco-friendly



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packaging. This move not only reinforces the restaurant's identity but also serves as a powerful marketing tool. Branded packaging enhances brand recognition and communicates the restaurant's dedication to eco-conscious practices.

- **Promoting Composting:** In addition to packaging, Filiberto's intends to promote composting practices among its patrons. This educational initiative aligns with the restaurant's commitment to sustainability and encourages customers to participate actively in reducing food waste and its environmental impact.

## CONCLUSION

The case study highlights the successful collaboration between Filiberto's, a Mexican restaurant in Arizona, and Good-Bye Plastic, an eco-friendly packaging solutions provider. By addressing cost, environmental impact, and customer satisfaction, Good-Bye Plastic enabled Filiberto's to make a significant shift towards sustainability while maintaining operational efficiency and enhancing its brand image. This case study serves as a model for other restaurants and businesses seeking eco-friendly packaging solutions.