

Kenosha Steakhouse

Sustainability Plan



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Executive Summary

Kenosha Steakhouse is located on Main Street in Breckenridge and offers craft beers, BBQ, and burgers. They also operate Rita's, which provides specialty margaritas and tacos. Kenosha does not have an extensive sustainability plan, but they have made many steps toward sustainability. Kenosha participates in Summit Soap Company's grease recycling program, recycles many materials, and reduces water and energy usage. Adding some ideas from this report would help to increase profits, improve the environment, and promote the wellbeing of the community.

Furthermore, Kenosha executes more sustainable practices than their top competitors. Breckenridge Brewery and Downstairs at Eric's perform some sustainable practices, but Kenosha still leads these restaurants in sustainable operations. Increasing awareness of economic, environmental, and social challenges influences most businesses in Breckenridge to transition toward improved sustainable performance. Guests will become more educated about their impact on the planet and will want to support sustainable businesses. Overall, Kenosha would stay atop the competition by adopting some small business improvements.

To begin with, small improvements in energy efficiency will decrease operating costs and increase profits. Implementing more recycling and a compost program will decrease the amount of waste Kenosha sends to the landfill, which promotes a clean environment. Small improvements in water efficiency will continue to decrease Kenosha's water usage. Additionally, minor purchasing changes promote healthier workplace and outdoor environments. Finally, improvements toward social equity will improve lives of employees and the community.

All in all, enhancing these areas will produce many benefits for Kenosha. First, profits will increase because of improved energy efficiency. Next, reducing the amount of trash sent to landfills will help Kenosha improve the environment. Last, increasing donations and employee benefits happy workplaces and communities. Improvements in these areas will help Kenosha combat economic, environmental, and social obstacles that exist today.



Business and Sustainability Background

Kenosha Steakhouse is a restaurant in Breckenridge that provides steaks, burgers, craft beers, and liquor. This restaurant has been operating at 301 South Main Street in Breckenridge since 2004. Kenosha focuses on creating a welcoming, valuable, and enjoyable experience for guests that are searching for food or beverages in Breckenridge. Kenosha also operates Rita's, which is located in the same building and offers fresh squeezed margaritas, craft beers, and Mexican food. Additionally, Kenosha ensures local patrons, that help sustain the business throughout the year are taken care of as well. Kenosha's main goal is to create a balance between guests, locals, and employees.

Kenosha focuses on keeping their 66 employees happy in a stressful environment, or when sales are low and they are not making money. Kenosha provides many benefits for their employees. First, employees that work 33 hours or more are eligible for health insurance. Also, employees receive a shift meal and drink when they are working and discounts on food and beverages when they are off the clock. Finally, each employee receives a birthday present as well as multiple employee parties throughout the year.

Currently, sales are up at Kenosha. The Town of Breckenridge and Vail Resorts have made amazing efforts to bring guests to town during "slow seasons". Trends in advertising have moved from newspapers toward social media like Facebook, Yelp, and Trip Advisor. Kenosha's top two competitors are The Breckenridge Brewery and Downstairs at Eric's. Both of these businesses offer similar menus with similar price points and are also some of the busiest restaurants in town.

The manager's understanding of sustainability focused on conserving energy, conserving water, giving back to the community, and providing a positive and safe place for people in the community to work for. She explained many examples of where Kenosha is pursuing sustainable business practices. There is no formal sustainability training for employees, but employees are encouraged to turn off lights or equipment not in use, recycle all materials possible, and reduce water usage. Also, servers do not fill water glasses for guests. They supply the guests with a pitcher and small glasses, and the guests drink only the water they want. Next, they recycle everything they can: including paper, cardboard, aluminum, plastic, and glass. All to go containers, paper towels, and toilet paper are recyclable and made from 100% recyclable materials. They donate all their grease to Summit Soap Company, and they use the soap created from the waste for hand washing, closing the circle. They also use EcoLab dishwashers to reduce water usage. Finally, Kenosha donates 5% of proceeds to various organizations on Wednesdays during the slow season. They also help with local fundraisers like the Summit Tigers Gold Card.

Overall, Kenosha does not have specific sustainability goals, but they do illustrate many sustainable practices. First, they focus on improving the environment by increasing recycling, reducing water usage, and minimizing electricity usage. They also donate to many charities and help with local fundraisers. One of Kenosha's main goals is to provide a great working experience for their employees. Even though Kenosha illustrates many sustainable practices, they can make improvements to create a more sustainable business.

Competitive Benchmarking

Business	Goals/Objectives	Strategies/Initiatives
Kenosha Steakhouse	<p>Reduce Waste</p> <ul style="list-style-type: none"> - Recycle - Compost <p>Increase Efficiency</p> <ul style="list-style-type: none"> - Replace light bulbs - Reduce water usage <p>Donate to Community</p> <ul style="list-style-type: none"> - Donate profits - Fundraisers 	<p>Reduce Waste</p> <ul style="list-style-type: none"> - Recycle all plastic, glass, aluminum, and cardboard - Does not compost <p>Increase Efficiency</p> <ul style="list-style-type: none"> - Turn thermostats down to 60F at night - Replaced about 50% of lights to CFL - Supply guests with pitcher and small glasses to reduce water usage - Installed EcoLab dishwasher that uses less water <p>Donate to Community</p> <ul style="list-style-type: none"> - Eat. Drink. Give. Donate 5% of proceeds to various charities - Discounts for Summit Tiger Gold Card
Breckenridge Brewery	<p>Reduce Waste</p> <ul style="list-style-type: none"> - Recycle - Compost <p>Increase Efficiency</p> <ul style="list-style-type: none"> - Replace light bulbs - Reduce water usage <p>Donate to Community</p> <ul style="list-style-type: none"> - Donate profits - Fundraisers 	<p>Reduce Waste</p> <ul style="list-style-type: none"> - Recycle all plastic, glass, aluminum, and cardboard - Does not compost <p>Increase Efficiency</p> <ul style="list-style-type: none"> - Changing light bulbs to LED from halogen to increase efficiency - No water conservation measures <p>Donate to Community</p> <ul style="list-style-type: none"> - Encourage local fundraising efforts
Downstairs at Eric's	<p>Reduce Waste</p> <ul style="list-style-type: none"> - Recycle - Compost <p>Increase Efficiency</p> <ul style="list-style-type: none"> - Replace light bulbs - Reduce water usage <p>Donate to Community</p> <ul style="list-style-type: none"> - Donate profits - Fundraisers 	<p>Reduce Waste</p> <ul style="list-style-type: none"> - Recycles all plastic, glass, aluminum, and cardboard - Does not compost <p>Increase Efficiency</p> <ul style="list-style-type: none"> - Only incandescent bulbs in dining room - No water saving measures in bathroom <p>Donate to Community</p> <ul style="list-style-type: none"> - Discounts for Summit Tiger Gold Card

Kenosha Steakhouse, Breckenridge Brewery, and Downstairs at Eric's reduce waste by recycling all plastic, glass, aluminum, and cardboard. None of these restaurants participate in compost programs. Kenosha Steakhouse increases energy efficiency by turning the thermostats down at night. They replaced half of their incandescent bulbs with CFL bulbs. They reduced water usage by installing an efficient EcoLab dishwasher, and they allow guests to pour their own water if they want. Breckenridge Brewery is in the process of changing their incandescent bulbs to LED. Kenosha Steakhouse donates 5% of sales to the community through their Eat.Drink.Give program. Kenosha and Eric's both offer discounts for the Summit Tiger Gold Card to help high school students fundraise. Breckenridge Brewery tries to donate to local fundraising efforts as much as possible. All in all, Kenosha Steakhouse, Breckenridge Brewery, and Downstairs at Eric's all focus on reducing waste and donating to the community, while only Kenosha Steakhouse and Breckenridge Brewery focus on increasing energy efficiency and Kenosha works toward reducing water usage.

Assessed Areas and Recommendations

Energy Efficiency

Kenosha has made many improvements in energy efficiency throughout the years. They reduce heating costs by turning the thermostat down to the 60s at night and they keep their doors closed in the cold winter months. Also, they turn off the intake and exhaust hoods when the cooks are finished to reduce the amount of cold air coming in and hot air going out. Kenosha replaced all their windows as well as refinished the roof eliminating air leaks. They have efficient energy star rated printers, fax machines, and newer monitors. Kenosha replaced about half of their bulbs, but they could convert more from incandescent to compact fluorescent. Managers ensure they turn off all lights at the end of the night to reduce energy costs. Management seemed interested in converting the bulbs to save costs. Additionally, the manager did not think the refrigerator motors had been replaced, so she thought that would be an opportunity to increase energy efficiency.

Key Recommendations:

- Switch dining lights to compact fluorescent
- Upgrade the refrigerator motor
- Consider purchasing shares in the solar garden
- Replace fluorescent bulbs with more efficient models
- Conduct a technical energy audit to increase energy efficiency

Waste Reduction

Kenosha Steakhouse makes many efforts to reduce waste. They recycle all plastic, glass, aluminum, and cardboard. The employees are required to print double sided, and the manager has requested as many electronic invoices as possible. The manager was interested on reducing the amount of mail received. Much of the mail was from previous managers. Additionally, Kenosha recycles printer cartridges and metal from the kitchen. Unfortunately, they do not recycle light bulbs. The manager was interested in composting food.

Key Recommendations:

- Request to be removed from mailing lists
- Recycle paper in comingled containers
- Recycle light bulbs
- Participate in a composting program

Water Conservation

Kenosha Steakhouse operates while considering many water conservation aspects. First, they installed low flow toilets in the bathrooms to improve efficiency per flush. Also, they replaced their old dishwashing system with an updated EcoLab dishwasher that uses significantly less water. Finally, they give guests empty water glasses with a pitcher of water. This ensures that excess water will not be thrown away. The manager was interested in installing low flow faucets in the bathrooms to reduce water usage during hand washing.

Key Recommendations:

- Install low flow fixtures in bathroom faucets

Assessed Areas and Recommendations Continued...

Purchasing

Kenosha Steakhouse purchases their food from U.S. Foods, which delivers food from Denver. This distribution company does offer non-GMO, grass fed, and organic options, but Kenosha does not purchase these products. Kenosha carries 30 craft beers, and 20 of them come directly from Colorado. Additionally, Kenosha purchases their soap from Summit Soap Company. Summit Soap Company collects used grease from Kenosha and other restaurants to create soaps and biofuels. By using a waste to create soap, Summit Soap Company illustrates how to close the loop. Kenosha purchases their paper products from Allied Paper. The paper towels for the hand washing stations are 100% recycled from 50% post-consumer recycled material. The toilet paper used contains 100% recycled paper with 25% post-consumer recycled material. Both of these products are Green Seal certified. The to-go boxes also contain 100% recycled materials. The only materials that are not recycled are the paper napkins and paper cups used in Rita's. The manager showed interest in replacing the napkins with those made from 100% recycled material.

Key Recommendations:

- Replace paper napkins with 100% recyclable napkins
- Replace paper cups with recycled cups
- Research purchasing non-GMO, organic, and grass fed food
- Purchase the Green Line of Ecolab cleaning products
- Purchase more products manufactured in Colorado

Social Equity

Kenosha Steakhouse performs many activities that promote social equity. First, Kenosha works to ensure the safety of their employees by keeping the floors dry, ensuring people have proper footwear, and telling people if they are performing tasks incorrectly. Next, during the spring and fall, when business is slower, Kenosha participates in their programmed named *Eat.Drink.Give*. This charitable contribution involves Kenosha donating 5% of their daily sales to a specific charity every week. They choose to diversify their charities, so they can give in many places. Examples of charities Kenosha donates to are Advocates for Victims of Assault, the Breckenridge Outdoor Education Center (BOEC), and the Family & Intercultural Resource Center (FIRC). The donations from *Eat.Drink.Give*. total about \$4,000 to \$5,000 per year. Kenosha also helps with fundraising opportunities for local schools. They offer 50% off a sandwich with a Summit Tigers Gold Card. Students sell this card for \$20 to help fundraise for their school. Finally, Kenosha encourages diversity by hiring people regardless of their gender, race, or religion.

Key Recommendations:

- Create an incentive program to encourage employees to volunteer
- Offer employees a merchant pass they can pay off throughout the season
- Increase the *Eat.Drink.Give* program to donate more to charities

Key Focus Areas Continued...

Waste Reduction

Goal:

Reduce the amount of waste Kenosha sends to the landfill.

Objective:

Divert 5% of waste from landfills by January 2017 to promote healthy environments.

Tactics:

- Management needs to discover how much waste they produced in 2014, so they can create a figure to compare to. They can estimate if a number is unavailable. This needs to be completed by May 2015.
- Jeff can provide information on composting, so management can begin a compost program by September 2015.
- Management needs to implement a light bulb recycling program by January 2015.
- Management needs to reduce mailing using catalogchoice.org or the PaperKarma App.

Purchasing

Goal:

Purchase more sustainable products.

Objective:

Purchase products that are 100% recycled, Green Seal Certified, and organic.

Tactics:

- Management needs to order 100% recycled paper napkins beginning in January 2015.
- Management needs to purchase 100% recycled paper cups or recyclable plastic cups starting January 2015.
- Management needs to purchase EcoLab's Green Line of cleaning products that are Green Seal Certified beginning in January 2015.
- Management needs to order organic meat and vegetable options by January 2016.

Social Equity

Goal:

Increase community engagement.

Objective:

Create a volunteer incentive program to encourage employees to volunteer 200 hours by June 2015.

Tactics:

- Management will award employees with \$20 of Kenosha Cash that they can spend at the restaurant for every five volunteer hours an employee completes.
- The employee who volunteers the most hours can choose a charity of their choice that Kenosha will donate \$500 to.