



Concentrate on Going Green

With more and more people focused on the environment and sustainability, remember that dispensed beverage concentrates are more environmentally friendly than many other packaging and serving options.

Foodservice operators can feel good about serving beverages that are reconstituted with water at the point of use, either in a dispenser or hand-mixed, versus serving ready to use (single strength) beverages in individual containers.

Waste Reduction

Concentrated beverages packaged either in plastic or paperboard containers can help reduce waste and are more environmentally friendly than many other beverage options - particularly those packaged in single serve and multi-serve containers.

As an example, the Vitality Express Pak® plastic bottle, used in the Vitality Express® beverage dispenser, contains 3 liters (101 ounces) of concentrate that when mixed with water at a ratio of 5 parts water to 1 part concentrate, yields over 600 ounces of a ready to serve beverage.

From this example, it is easy to see that ready to drink products take up more space and generate far more waste than the Express Pak concentrates. This product in the Sunkist® brand is exclusive to Sysco in the food service industry.

Also, when beverages are served in reusable cups and glass ware, this also lessens waste and the burdens placed on our landfills.

Recycle

Most dispenser pack plastic bottles are made from HDPE which is a widely recyclable plastic due to the fact that most of the US's recycling centers can only handle this material.

Energy & Infrastructure Savings

With dispensed beverages, tap water is plumbed in and mixes with the beverage concentrate at the point of dispensing. Tap water is transported in pipes buried underground. This doesn't burn the amount of fossil fuels associated with transporting ready to drink products from one area to another.

Since the amount of space to accommodate the dispensed beverage concentrate cases is less than that of ready to drink beverages (most of which contain a lot of water), the transport and shipping requires fewer trucks which helps save our roads and highways and also pollutes less.

If your operation serves enough beverages to qualify for a dispenser (typically about 75 servings/day) and you are interested in more environmentally-friendly solutions, please contact Vitality Foodservice or your Sysco Marketing Associate for more information:

www.vitalityfoodservice.com

