



# The CupCycling™ Cafe Toolkit

CupCycling™ is registered trademark of Everyday Ltd t/a IdealCup

CONTACT US : [www.idealcup.co.nz](http://www.idealcup.co.nz) | [info@idealcup.co.nz](mailto:info@idealcup.co.nz) | 021 226 3333

- **50 REUSABLE co-branded 'Your Region' + CupCycling™ Cups**
- "How CupCycling™ works" A3 posters, to display in your cafe so your customers can understand the process
- 20 x "How CupCycling™ works" Table Talker Postcards for your counter and tables
- A white board with white board marker and a CupCycling™ Banner stating "**Disposable Cups Saved from Landfill This Week**", for FOH staff to record every time a customer uses a CupCycling™ cup or brings their own reusable cup. This is a powerful and interactive visual tool for promoting CupCycling™
- An A4 printed CupCycling™ Instruction & Records Document, for use by cafe staff, which includes **Data Recording Sheets** to record the "**Disposable Cups Saved from Landfill**" each week/month (This data is collected by IdealCup and reported back to key stakeholders).
- 2 CupCycling™ Decal Window transfers, to place on your window(s) and advertise you're a participating CupCycling™ Cafe
- **Continued overleaf.....**

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- A ‘How to submit your “disposable cups diverted from landfill weekly data” Fridge Magnet which also outlines IdealCup’s contact details, should you need more cups or have questions
- A **COMPLIMENTARY** sleeve of Ecoware compostable lids, for use with the CupCycling™ Cups
- A **Use Your Own Cup** (UYOC) Cafe Guide Information Insert
- A **RefillNZ** Information Insert
- Inclusion on our online, interactive MAP of New Zealand, which showcases all the amazing cafes around New Zealand who are participating in the CupCycling Programme.

## **PLEASE NOTE:**

- Further lids can be purchased from IdealCup for \$91 + gst per carton of 20 sleeves (1,000 lids)
- If your current one-use lids fit the CupCycling™ IdealCups, then by all means, use those
- You can purchase the IdealCup **REUSABLE LIDS for \$3.50 + gst each**. These are great to have for those customers who may wish to own their own lid. We recommend you sell these for \$6 each.

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