

Case Study Wahaca



Paper Round

An introduction to Wahaca

Wahaca is an independent group of Mexican street food restaurants whose use of fresh and sustainable ingredients and exuberantly coloured décor has revolutionised what eating Mexican food means in the UK today. Wahaca were awarded the Sustainable Restaurant Association's coveted Sustainable Restaurant Group of the Year in both 2012 and 2013 and won the prestigious Sustainable Business Award at the Catey's in 2015. Wahaca was the first restaurant in the UK to be certified as CarbonNeutral and as such they have appointed a waste management company that is sustainable and able to assist with their carbon reduction goals. Paper Round has worked with Wahaca since 2011 and are delighted to have helped them become 'zero waste to landfill' across the group and achieve top recycling standards.



Client objectives

Wahaca were extremely keen to follow best practice with their waste management, as it says on their web page, "Where we have control of the waste collection contract, we go the extra mile to appoint the most sustainable waste collector available". As the very first single branded restaurant group signatory to the Hospitality and Food Service Agreement operated by Waste Resources Action Programme (WRAP), Wahaca are also committed to following the 'waste hierarchy' by reducing waste arisings as a first step, and then taking the most sustainable option with all the waste that remains.



How we helped Wahaca

Paper Round designed a scheme for Wahaca whereby cardboard, mixed recycling, food and glass are segregated from general waste to minimise space usage. As the company has grown, Wahaca's dedicated Paper Round account manager has provided a range of initiatives to make sure waste processes are as efficient as possible when each new site opens, and keep recycling rates high at the more mature venues, including:

- Regular visits to each site to observe staff and identify any issues causing problems with recycling results,
- Monthly recycling reports issued to general managers, illustrating recycling performance and containing ideas for improving the placement of bins or training for new staff.
- Mini waste audits: the contents of sacks and bins are analysed to identify any additional recyclable waste which could be diverted from general waste.
- Launch day training sessions for new sites: the general manager organises all front of house and kitchen staff to attend a session run by their Paper Round account manager, using posters, sacks and bins to visually demonstrate how to use the scheme and answer any questions that they might have.



The results

Wahaca's recycling rate was 85% for 2017 across all 11 sites. Of this 85%, 44% was food waste sent for anaerobic digestion and 15% general waste, sent to an energy from waste facility.

